

PROBLEMS AND PROSPECTS IN USING SOCIAL MEDIA AMONG ACADEMICIANS OF SELECT ARTS AND SCIENCE COLLEGES IN COIMBATORE

K.P.BALAKRISHNAN¹
DR.S.SARAVANAKUMAR²

¹PH.D RESEARCH SCHOLAR
²ASSOCIATE PROFESSOR
KAMBAN COLLEGE OF ARTS AND SCIENCE
SULTHANPET,PALLADAM.

ABSTRACT

In the Internet Age, we have witnessed the rapid growth of social network web sites (SNWs) such as Facebook, MySpace, LinkedIn, and Orkut, in recent years. Users across the world have signed up for accounts on SNWs in order to discover other people with similar interests or experience, to share personal information with both friends and strangers, or to establish business contacts. Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2015. And, with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018. The aim is to study the problems and prospects in using social media among academicians of select arts and science colleges in Coimbatore. Structured questionnaire is developed to find the purpose of using social media and also to understand the problems and prospect using social media. Simple random sampling method is used considering the academicians working in select arts and science colleges in Coimbatore district. Tools used for analysis are percentage analysis, weighted average and Chi-square test. The study reveals entertainment related problems are high however, insignificant, while the knowledge and effectiveness in improving one's self is a prospective aspect significantly influencing respondents in using social media. It is concluded that, matured people can classify positives and negatives which can be handled comfortably when they keep themselves updated.

Key words: Social Media, Social Network, Problems, Prospects, Academicians, etc.

1. INTRODUCTION

In the Internet Age, we have witnessed the rapid growth of social network web sites (SNWs) such as Facebook, MySpace, LinkedIn, and Orkut, in recent years (**Zhou, 2011**). Users across the world have signed up for accounts on SNWs in order to discover other people with similar interests or experience, to share personal information with both friends and strangers, or to establish business contacts. With millions of registered users visiting SNWs on a daily basis, the potential business value of SNWs has become too great to be ignored by either marketers or application developers. Today, both major and emerging consumer brands, such as Coca Cola, BMW, Gap, Netflix, and ZipCar, have established their presence on various SNWs. At the same time, application developers have created many popular gadgets (mini apps running within SNWs pages) like FarmVille, Mafia War, and iLike, to keep users engaged on SNWs for hours every day.

Breslin, John and Decker (2007), stated Social networks have existed in one form or another throughout human history, between families and friends. The Internet expanded this networking even before the current social networks: e-mails, newsgroups and discussion forums on the Internet have formed networks around specific topics. They have not been officially classified as social networks as they are defined today, but in practice they work on the same principles as the current networks.

Social media sites have also grown in numbers by leaps and bounds. As per the statistics revealed on Statista, approximately 2 billion users used social networking sites and apps in 2015. And, with the increased use of mobile devices, this number is likely to cross the 2.6 billion mark by 2018.

So, in this article, we discuss some of the most popular social media sites that are being explored by the world today. You can find out if your favourite social media platform is a part of this list and even learn about some really good online social platforms that you can start using today.

Popular social media in the world

- 1 – Facebook. (largest and widely used)
- 2 – WhatsApp
- 3- QQ
- 4 – WeChat
- 5 – QZone
- 6 – Tumblr
- 7 – Instagram
- 8 – Twitter

According to the Statista survey in US during 2017, 81 percent of U.S. Americans had a social media profile, representing a five percent growth compared to the previous year. According to estimates, the number of worldwide social media users reached 1.96 billion and is expected to grow to some 2.5 billion by 2018.

2. LITERATURE REVIEW

Dwyer, C. and Hiltz, S and Passerini, P. (2007), stated nowadays, the social-networking sites such as Facebook and Twitter are open for anyone who wants to participate. However, researchers have studied in relationship between privacy concerns and online behavior. Studies have shown that users will express very powerful concerns about privacy of their personal information, but be less than vigilant about safeguarding it.

According to survey by **Training Zone. UK (2007)** indicated that it is hard to say which of these two factors is more important. There is no clear answer to whether or not social networks should be used at work, and mostly it depends on the type of company and the need for making work contacts. In the near future, companies will have to make decisions based on these two factors: to either limit the use of social networks during business hours, or to embrace it as an important tool.

Firpo & Ractham, (2011) revealed that overall, the social network sites focus heavily on building online communities bound to together with common interests or activities. Thereby provide them with tools that help them to do so. In the field of E-Learning, the social network sites handled the big problem raised by educators in the recent period. For example, a lack of humanitarian aspect and described it as teaching lacks spirit. However, Social networks have helped to resolve some of these problems, by adding interactive side with a human, and make the participation of the human element in the educational process something important. That led to an increase to attract people toward e-learning and some of researcher in the field of social sciences carrying out studies to examine this phenomenon and to clarify the reason behind the attraction educated about social network sites.

3. PROBLEM STATEMENT

For SNW users, theoretically, there are many privacy issues that deserve serious consideration. First, the information posted in public or semi-public user profiles can lead to such risks as identity theft, sexual exploitation, online stalking, and cyber harassment (Gross and Acquisti, 2005). Second, the posting of personal and private information in SNW opens up a user to public scrutiny, possibly creating permanent records that can affect the user negatively in the future (Rosenblum, 2007). Third, the viral feature of news feed makes personal information far more accessible and visible, posing a disruption of privacy (Boyd, 2008). Despite some anecdotal evidence (Barnes, 2006; Boyd, 2008), however, the level of privacy concern and its impact on the usage pattern in SNWs are largely unknown. Keeping all these aspects into consideration the present study investigates the prospects and problems of using select social network (Facebook, Whatsapp and Twitter) by the academicians working in arts and science colleges in Coimbatore district.

4. OBJECTIVE

- To study the problems and prospects in using social media among academicians of select arts and science colleges in Coimbatore.

5. METHODOLOGY

The study is descriptive in nature includes description of research design, sample size, sampling technique, development and description of tool, data collection procedure and method of analysis. In formulating the objective of research process where the data are collected via two processes, namely Primary sources and Secondary sources. Structured questionnaire is developed to find the purpose of using social media and also to understand the problems and prospect using social media. Simple random sampling method is used considering the academicians working in select arts and science colleges in Coimbatore district. Tools used for analysis are percentage analysis, weighted average and Chi-square test.

6. FRAMED NULL HYPOTHESIS

- No significant association observed between problems and purpose of using social media (H_01a)
- No significant association observed between Prospects and purpose of using social media (H_01b)

7. ANALYSIS AND RESULTS

Demographic variables of respondents based on their age, gender, education and income are considered for analysis and presented hereunder:

Table 1: Demography of the respondents

Sl. No.	Demography	Frequency (180 Resp.)	Percent (100)
1.	Age		
	Below 25 years	44	24.4
	25 to 50 years	77	42.8
	Above 50 years	59	32.8
2.	Gender		
	Male	101	56.1
	Female	79	43.9
3.	Education		
	Post Graduate	19	10.6
	M.Phil.	30	16.7
	Pursuing Doctorate	56	31.1
	Ph.D.	75	41.7
4.	Income		
	Upto Rs.20000	28	15.6
	Rs.20000 to 40000	68	37.8
	Rs.40000 to 60000	84	46.7

Table 1 shows age categories upto 25 years to above 50 years of respondents in which highest (42.8%) are in the age of 25 to 50 years, 32.8% are above 50 years and only 24.4% respondents are in the age below 25 years. Majority (56.1%) of the respondents are male and 43.9% are female. 41.7% possess doctorate, 31.1% are pursuing doctorate, 16.7% are qualified with Master of Philosophy and 10.6% are post graduates. Nearly half (46.7%) respondents are having income between Rs.40000 and 60000, while 37.8% are earning Rs.20000 to Rs.40000 and 15.6% respondents are having income upto Rs.20000.

Table 2: Purpose of using social media

Purpose	Frequency (180)	Percent (100)
Entertainment purposes (Gaming, chatting, etc.)	70	38.9
Knowledge development (Academic related, Personal improvement, etc.)	59	32.8
Both	51	28.3

Table 2 shows majority (38.9%) respondents are using social media for entertainment purposes like gaming, chatting, etc., 32.8% stated for the improvement of knowledge like academic, personal improvement, etc. and 28.3% stated for both purposes (knowledge and entertainment).

Table 3: Problems using Social Media

Problems	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Avg. (SD)	Rank
Social Factors	57	73	3	22	25	2.36	2
	31.67%	40.56%	1.67%	12.22%	13.89%	(1.397)	
Emotional factors	45	80	6	23	26	2.47	1
	25.00%	44.44%	3.33%	12.78%	14.44%	(1.372)	
Privacy Concern	51	78	8	24	19	2.34	3
	28.33%	43.33%	4.44%	13.33%	10.56%	(1.305)	

Cronbach's Alpha (3 items): 0.858

Table __ reveals problems in using social media taking three factors in which majority respondents strongly disagree that there is no negative aspects using social media while, few have strongly disagree to the same. Therefore, the scores are converted to weighted mean to measure the level of problem using social media reveals first position towards emotional factors (M=2.47, SD=1.372), Social factors (M=2.36, SD=1.397) and Privacy concern (M=2.34, SD=1.305). Though there are few negative perceptions it is observed no severe threat stated by the respondents for all three aspects such as social, emotional and privacy concerns in using social media. Reliability (Cronbach's alpha=0.858) for problem construct is high.

Table 4: Prospects using Social Media

Prospects	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Wtd. Avg. (SD)	Rank
Effective Communication System	21	14	5	73	67	3.84	1
	11.67%	7.78%	2.78%	40.56%	37.22%	(1.321)	
Personal Utility	20	17	10	83	50	3.70	3
	11.11%	9.44%	5.56%	46.11%	27.78%	(1.277)	
Official Utility	20	14	10	94	42	3.69	4
	11.11%	7.78%	5.56%	52.22%	23.33%	(1.229)	
Exclusive Advantage	18	13	18	84	47	3.72	2
	10.00%	7.22%	10.00%	46.67%	26.11%	(1.216)	

Cronbach's Alpha (4 items): 0.757

Followed by the problems in using social media is the prospects presented in the Table __ reveals majority of the respondents either agree or strongly agree towards using social media that builds positive factors like effective communication system, personal utility, official utility and exclusive advantages. The statements are ordered based on weighted scores (1-4 ranks) viz. Effective communication system (M=3.84, SD=1.321), Exclusive advantage (M=3.72, SD=1.216), Personal utility (M=3.70, SD=1.277) and Official utility (M=3.69, SD=1.229). Scores

marginally differed from 3.84 to 3.69 in which effective communication achieved highest rating by the respondents. Reliability (Cronbach's $\alpha=0.757$) for problem construct achieved the recommended level.

7.1. CHI-SQUARE TEST

Null Hypothesis (H_0): No significant association observed between

Problems and purpose of using social media (H_{01a})

Prospects and purpose of using social media (H_{01b})

Table 5: Association between problems and prospects based on purpose of using social media

Purpose	Problems				χ^2 Result	Result		
	Low	Moderate	High	Total				
Entertainment purposes (Gaming, chatting, etc.)	18	36	16	70	$\chi^2 = 3.853$ df=4 Sig.0.426 TV=9.488	Null Hypothesis: Accepted (H_{01a})		
	41.9%	37.9%	38.1%	38.9%				
Knowledge development (Academic related, Personal improvement, etc.)	17	27	15	59				
	39.5%	28.4%	35.7%	32.8%				
Both	8	32	11	51				
	18.6%	33.7%	26.2%	28.3%				
Total	43	95	42	180				
	Prospects							
Entertainment purposes (Gaming, chatting, etc.)	12	48	10	70			$\chi^2 = 9.787$ df=4 Sig.0.044 TV=9.488	Null Hypothesis: Rejected (H_{01b})
	52.2%	43.2%	21.7%	38.9%				
Knowledge development (Academic related, Personal improvement, etc.)	6	31	22	59				
	26.1%	27.9%	47.8%	32.8%				
Both	5	32	14	51				
	21.7%	28.8%	30.4%	28.3%				
Total	23	111	46	180				

Problems and prospects classified as high, moderate and low is computed to find association with purpose of using social media in which majority (38.1%) respondents using for entertainment purposes stated high problems whereas 41.9% respondents stated low also fall in the same category. Association between purpose of using social media and problems in using social media reveals statistical insignificance ($\chi^2=3.853$, df=4, Sig.0.426, Table value:9.488) to support (H_{01a}) the null hypothesis. Whereas, respondents using social media for knowledge stated high (47.8%) as prospects and (52.2%) using for entertainment purposes agreed low and the prediction proves association between purpose of using social media and prospects in using social media reveals statistically significant association ($\chi^2=3.853$, df=4, Sig.0.426, Table value:9.488) to reject (H_{01b}) the null hypothesis.

8. SUMMARY OF RESULTS

- Demography reveals majority belong to mid age (25 to 50 years), 56.1% are male; less than half are professionally qualified with Ph.D. and most (46.7%) are drawing monthly income of Rs.40000 to Rs.60000.
- Majority (38.9%) respondents are using social media for entertainment purposes
- Problems in using social media taking three factors shows first position towards emotional factors followed by Social factors and finally Privacy concern

- Prospects in using social media taking four factors shows first position towards Effective communication system followed by 2nd and 3rd Exclusive advantage and Personal utility and finally Official utility

8.1. Verification of Hypothesis

When predicting association between purpose of using social media with Problems as well as Prospects shows

- There is no significant association between purpose of using social media and Problems using social media to support null hypothesis (H_01a)
- Significant association observed between purpose of using social media and prospects using social media to support null hypothesis (H_01b)

9. SUGGESTION AND CONCLUSION

Though social media is technically becoming secured in social networking aspects, the level of threat is indirect in changing the moods of people because of post and forwards which either the respondents likes it or not reach the group or inbox used in the social networking sites. Though, there are filters available to block some sites, group contacts, etc. technology takes front seat in which case ease of use and usefulness are decided by attitude of the respondents that can absolutely lead to their behavioural intention. The study reveals entertainment related problems are high however, insignificant, while the knowledge and effectiveness in improving one's self is a prospective aspect significantly influencing respondents in using social media. It is concluded that, matured people can classify positives and negatives which can be handled comfortably when they keep themselves updated.

10. REFERENCES

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