

USE OF SOCIAL NETWORKING SITES AMONG THE STUDENTS OF SCIENCE SHRI V. S. NAIK COLLEGE, RAVER: A STUDY

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Abstract

This study was carried out to investigate the use of social networking sites among the undergraduate Science faculty students of Shri V. S. Naik Arts, Commerce and Science College Raver. In the context of today's electronic media, social networking sites have come to mean individuals, using the Internet and web application to communicate in previously impossible ways. This is largely the result of a culture-wide paradigm shift in the uses and possibilities of the internet itself.

KEYWORDS: -ICT, Social Networking Sites, Social Media, Web 2.0

INTRODUCTION

Social networking is an evolutionary development of online participation where people of common interest communicate share and contribute content on the social cyberspace it is a viable tool for cooperation and sharing of knowledge in an open access platform. Social networks are online communities that provide a place for people to connect with friends meet new friends plan their social lives discover new music trends or interests engage with political candidates promote charities and express themselves creatively. There are many social sites like face book, twitter, my space, blogs, wikis, LinkedIn, you tube, what's up weChat etc and many more to stay with all aspects in this challenging time library a library services should also use of this type of social media networking to provide fast and quick respond to its users and promoting of library services effectively to users use of social median networking library services reach to its user in a very less time.

SOCIAL MEDIA/SOCIAL NETWORKING SITES:

Nowadays, there is a great interest in how the Internet and computers can be combined so as to provide higher quality of social communication. The evolution of social media and social networking sites is undeniably one of the most impressive aspects of the internet in recent years. Social media enable human relationships through technology. In other words, social media are the media for social interaction (Canty, 2013). Moreover, social media can be used everywhere from education to business and various other fields. The last decade has seen an increase in the rise of social media sites like Facebook, LinkedIn and Twitter which enable members to share information about themselves, photos and video and to connect to other members of the website (Pfeil, Arjan and Zaphiris, 2009).

SCOPE AND LIMITATIONS OF THE STUDY

The Scope of the Study is limited only Science undergraduate students who perceiving their B. Sc Degree from Shri V. S. Naik Arts, Commerce and Science College Raver.

OBJECTIVE OF THE STUDY

1. To examine the extent of use of social network site;
2. To know the location of browsing SNS;
3. To identify frequency of use SNS;
4. To check the satisfaction level of respondents.

HYPOTHESIS OF THE STUDY

For the present study following hypothesis is used

1. Majority of the respondents are aware about Social Networking Sites;
2. Female respondents is more than male respondents

RESEARCH METHODOLOGY

The present study has adopted survey method for collecting the data in order to collect the comprehensive and related data a structure questionnaire was framed and distributed among 140 Science students of Shri V. S. Naik College, Raver. Out of 140 respondents only 132 filled questionnaires collected from the students. The questionnaire was formulated keeping in view the objective and various facts of the study the questionnaire were personally distributed and collected with constant personal pursuance the obtained filled in questionnaire were analyzed tabulated and logically interpreted.

DATA ANALYSIS AND INTERPRETATION

The data was collected by questionnaire methods were analyzed and interpreted and same presented with the help of following parameters:

Gender wise Use of Social Networking Sites

The questions was asked about their Gender, and the responses received were tabulated in Table no. 1

Table No.1: Gender wise use of Social Networking Sites

Gender	Respondents	%
Male	43	32.58
Female	89	70.63
Total	132	100.00

The table No 1 shows that 70.63% respondents are female and 32.58% respondents are Male who was using social networking sites.

Time Spend on Social Networking Sites:

The questions was asked regarding time spend for using Social Networking Sites, the response received from the students were presented in Table No.2

Table No 2 Time Spend on Social Networking Sites

Sr.No.	Hours Per day	Respondents	%
1	0-30 min	17	12.88
2	1-2hour	76	57.58
3	2-3 hour	31	23.48
4	3-4 hour	7	5.30
5	More than 4 hours	1	0.76
	Total	132	100.00

It can be noted from the table no. 2 that majority 57.58% of the Science students spend their 1 to 2 hours for using social networking sites, 23.48% respondents spend their 2 to 3 hours for social Networking Sites, while 12.88% students spent 0 to 30 minutes and 6.06% students spent their 3 to 4 and more than 4 hours for use of Social Networking Sites.

Place of Browsing Social Networking Sites

The questions was asked about the Place of Browsing Social Networking Sites, the responses received from the respondents were tabulated in Table No. 3

Table No. 3: Place of Browsing Social Networking Sites

Sr. No.	Location	Respondents	%
1	College Library	98	74.24
2	On Mobile	27	20.45
3	Internet Café	7	5.30
	Total	132	100.00

It is observed from the Table No.3 that 74.24% respondents using Social Networking Sites in College Library, while 20.45% students used in his/her own mobile for browsing SNS and 5.30% respondents used social Networking Sites at Internet Cafe.

Frequency of Using Social Networking Sites

The questions was asked regarding frequency of using Social Networking Sites, the responses received were presented in Table No.4

Table No. 4: Frequency of Use Social Networking Sites

Sr. No.	Frequency	Respondents	%
1	Daily	129	97.73
2	Sometimes	2	1.52
3	Rarely	1	0.76
	Total	132	100.00

The table No 4 shows that the access frequency of social networking sites the respondents indicate their time periods, it's seem that 97.73% of the respondents were accessing social networking sites daily, only 2.27% respondents was access social Networking Sites Sometimes and Rarely.

Purpose of Using Social Networking Sites

The questions was asked about purpose of using Social Networking Sites, the responses received were tabulated in Table No.5

Table No. 5: Purpose of Using Social Networking Sites

Sr. No.	Purpose	Respondents	%
1	Sharing Important information	63	47.73
2	Sharing video and pictures	36	27.27
3	Instant message (Chat/Communication)	14	10.61
4	To meet new people	6	4.55
5	Seminar/Conferences/Research	10	7.58
6	Other Purpose	3	2.27
	Total	132	100.00

The table No. 5 shows the purpose that majority 47.73% of using social media networking sites for sharing important information, 27.27% of the respondents using Social Networking Sites for Sharing video and pictures. While 10.61% of the respondents using for Instant message (Chat/Communication) and only 7.58% respondents using Social Networking Sites for Seminar/Conferences/Research;4.55% respondents for meet new people; and only 2.27% respondents using SNS for others purpose.

Most Used Social Networking Site

The questions was asked about Most Used Social Networking Site, the responses received were presented in Table no.6

Table No. 6: Most Used Social Networking Site

Sr. No.	Popular Site	Respondents	%
1	Facebook	129	97.73
2	WhatsApp	108	81.82
3	YouTube	87	65.91
4	Instagram	20	15.15
5	Twitter	13	9.85
6	LinkedIn	9	6.82
7	WeChat	4	3.03
8	Others	3	2.27

(Multiple Answer were Permitted)

It can be noted from the table no 6 that the most used social networking site is Facebook 129(97.73%), followed by WhatsApp 108(81.82%) and 87 (65.91%) of the respondents used You Tube, while 20 (15.15%) respondents used Instagram; 13 (9.85%) Twitter; 9(6.82%) LinkedIn; 4(3.03%) user used WeChat and only 3 (2.27%) used others SNS.

Problem of Searching Social Networking Sites

The questions was asked regarding problems of searching Social Networking Sites, the responses received from the respondents were tabulated in Table No.7

Table No. 7: Problem of Searching Social Networking Sites

Sr. No.	Problem	Respondents	%
1	Lack of time	59	44.70
2	Slow access/ network problem	31	23.48
3	Difficulty in finding relevant information	24	18.18
4	Privacy	18	13.64
	Total	132	100.00

The table No 7 shows that the 44.70% of the respondents were facing problem lack of time for access of Social Networking Sites, and 23.48% respondents stated slow access/ Network Problems, while 18.18% respondents says that difficulty in finding relevant information and only 13.64% respondents stated privacy problems.

Satisfaction Level in Using Social Networking Sites

The questions was asked about Satisfaction Level in Using Social Networking Sites, the responses received from the respondents were presented in Table No. 8

Table No. 8: Satisfaction Level in Using Social Networking Sites

Sr. No.	Satisfaction	Respondents	%
1	Satisfied	123	93.18
2	Not Satisfied	9	6.82
	Total	132	100.00

It can be noted from the table No.8 that 93.18% respondents are satisfied with using social networking sites and only 6.82% respondents are not satisfied with using social networking sites.

CONCLUSIONS

The results obtained from this study have shown that a reasonable number of Shri V. S. Naik Arts, Commerce and Science College Raver undergraduate students of Science use the social networking sites. Therefore, the popularity of the social networking sites usage by undergraduate students and the benefits it has on the students have been confirmed from the findings of this study. There are also various purposes for which the students use the social networking sites to achieve and that have been investigated.

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