Use of Social Networking Sites by Polytechnic College Students: A Case Study of Davanagere City

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Abstract

This study attempts to analyse the use of social networking sites and applications by the polytechnic students of Davanegere city. In the present era of information & communication technology, educational institutions are also promoting and using social networking applications to connect the students, faculties, research scholars, and others through sharing the information of their activities in the form of e-text, video, image, audio, etc. Colleges are marketing their best practices and exposing their competence through Face book, YouTube, Twitter, Google+, pinrest and Linkedin. In India, these networks are connecting the academic community in a very elegant way. This study highlights the use of social networking sites by the polytechnic students to establish their social connectivity and instant sharing of information.

Keywords

Social Networking Sites, Applications, polytechnic, colleges, use, Internet.

1. Introduction

Social networking sites has become a growing phenomenon with many and varied definitions in public and academic use. Social media generally refer to media used to enable social interaction. For our purposes, the term social media sites refers to web-based and mobile applications that allow individuals and organizations to create, engage, and share new user-generated or existing content, in digital environments through multi-way communication. It is important to note the difference between user-generated content, which is non-traditional

media developed and produced by individual users, and existing content, which is usually traditional media (news, magazines, radio, and television) reproduced for the web. In addition to these features, SMT also contains design elements that create virtual social spaces encouraging interaction, thereby broadening the appeal of the technology and promoting transitions back and forth from the platform to face-to-face engagement.

Social media use in education refers to the use of online social media platforms in academic settings ranging from elementary and secondary school to post-secondary education. Social media is becoming more accessible and easier to use, meaning that the age of students who are able to understand and use social media are getting younger and younger. Wikipedia-2020

The usage of SNS media in education can vary from marketing media, information media, communication media, feedback, complain, announcement, sharing, task assignment and examination. Falhara-2012

1.1 Classification of Social Networking Sites

Before jumping into benefits of social media, let us try to understand it better. There are different types of social media that exist today :

- ❖ Social Networking (Face book, Linked-In, Google+)
- ❖ Micro blogging (Twitter, Tumblr)
- ❖ Photo Sharing (Instagram, Snapchat, Pinrest)
- ❖ Video Sharing (YouTube, Face book-live, Periscope, Vimeo)

2. Different Social Networking Sites

These days Social Networking Sites and its Applications are the immense platform to connect and share with world within a fraction of second. These networks are assembled and interconnected through the Internet. These networks are helpful for business centers, job aspirants, recruiters, developers, investors, marketing, media, non profits, educators, etc.

The following are the some of the most popular social networking sites which are being used in India for academic and educational purpose.

- ❖ **Face book**
- ❖ **YouTube**
- ❖ **Twitter**
- ❖ **Instagram**
- ❖ **Linkedin**

3. Background of the Study

There are four polytechnic colleges in Davanagere city among them one is government and another three are private colleges ; namely

- ❖ DRR Polytechnic College, (Government)
- ❖ GM Polytechnic College (Private)

❖ Bapuji Polytechnic College (Private)

❖ Jain Polytechnic College (Private)

4. Scope, Methodology and Limitations of the Study

The purpose of present study is to investigate the use of social networking sites by the polytechnic students. The scope of the study is confined to the polytechnic students of situated in Davanagere city, Karnataka, India . This survey was conducted keeping in view ;

❖ The status of use of Social networking sites

❖ The attitude of students towards SNS

❖ The different platforms used for using SNS

4.1 Survey instrument:

To achieve the objectives of the study, a structured questionnaire was designed after reviewing related literature. Questionnaire consisted of questions on use of SNS and time spent, purpose of using SNS etc. Questionnaire link using Google form was sent through whattsapp and E-mail to polytechnic students. Repeated follow ups and reminders were made to get back the duly filled questionnaires. A total of 185 students provided complete information regarding the survey.

5. Results and Discussion

5.1. Demographic Characteristics of Respondents

Table-1: Demographic Characteristics of Respondents

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	99	53.50
Female	86	46.50
Age Group		
16-18	65	35.10
18-20	96	51.90
20-22	22	11.90
More than 22	02	1.10
Year of Studying		
I	52	28.10
II	48	25.90
III	85	45.90

The gender wise distribution of respondents is illustrated in table-1. There are 99 respondents were male and 86 are female. The majority of the students were from the third year (45.90%) followed by first year (28.10%) and second 25.90%. The majority (51.90%)of the respondents were belongs to 18-20 age group.

5.2. Use of Social Networking Sites

Table-2: Use of Social Networking Sites

Opinion	Frequency (n)	Percentage (%)
Yes	176	95.10
No	09	04.90

The majority (95.10%) of students are using SNS only, a few students (4.90%) were engaged in SNS.

5.3. Accounts in Social Networking Sites

Table-3: Accounts in Social Networking Sites

Account in SNS	Frequency (n)	Percentage (%)
Face book	133	71.89
Twitter	22	22.90
Instagram	131	70.80
Linkdin	07	3.80
YouTube	99	53.50
Whatsapp	165	89.20
Telegram	62	33.50
Any other	18	9.70

The majority of the students (89.20%) were account in Whattsapp SNS followed by 71.89% face book, 70.80% instagram and 53.50% YouTube accounts. This clearly shows that majority of the students are having accounts in one OR the other SNS.

5.4. Duration of accounts in Social Networking Sites

Table-4: Duration of accounts in Social Networking Sites

Account in SNS	Frequency (n)	Percentage (%)
0-1 Years	45	24.30
1-2 Years	49	26.50
2-3 Years	34	18.40
3-4 Years	11	5.90
4-5 Years	18	9.70
More than 5 Years	28	15.10

The majority of the students (26.50%) were having accounts in SNS since two years. This is because of worldwide lockdown was imposed due to COVID-19 and online classes were started. 24.30% were having account since one year followed by 18.40% since three years and 15.10% since more than five years. Whattsapp SNS followed by 70.80% instagram, 53.50% YouTube, and 50.30 % face book accounts. This clearly indicates that majority of the students are using SNS.

5.5. Devices used to access SNS

Table-5 : Devices used to access SNS

Account in SNS	Frequency (n)	Percentage (%)
Desktop Computer	09	4.90
Laptop	16	8.60
Tab	06	3.20
Android Mobile Phone	171	92.40
Any other	14	7.60

Several devices were available for using SNS's to connect with the World Wide Web. Of the 185 respondents, 171 (92.40%) were using android mobile phone followed by laptop (8.60%) and other devices (7.60%).

5.6. Use of Face book

Table-6: Use of Face book

Opinion	Frequency (n)	Percentage (%)
Yes	133	71.90
No	52	28.10

Students were asked to mention the use of face book. The majority of students 71.90% opined that, they are using face book and only 28.10% are not using face book. Arguably, a few students were engaged with use of SNS.

5.7. Average Time spent on Face book / day

Table-7: Average Time spent / day on Face book

Average time spent / day	Frequency (n)	Percentage (%)
0-30 Min	145	78.40
31 min - 1hr	23	12.40
1-2 Hrs	05	2.70
2-3 Hrs	03	1.60
3-4 Hrs	05	2.70
More than 4 hrs	04	2.20

Students were asked to mention the time spent on using face book. The majority of students 78.40% opined that, they spent up to thirty minutes and only 12.40% are spent up to one hour. Arguably, a few students were engaged with more time in use of SNS.

5.8. Updating the Face book profile

Table-8: Updating the Face book profile

Updating of Face book	Frequency (n)	Percentage (%)
Daily	09	4.90
Twice in a week	02	1.10
Weekly once	07	3.80
Two weeks once	07	3.80
Monthly	45	24.30
Occasionally	115	62.20

Students were asked to mention the updating face book profile. The majority of students 62.20% opined that, they updating face book profile occasionally and 24.30% are updating face book profile monthly. Arguably, a very few students were updating their face book profiles daily, twice in a week and once in week.

5.9. Purpose of using Face book

Table-9 : Purpose of using Face book

Purpose of Face book	Strangle Agree	Agree	Can't say	Disagree	Strongly Disagree
To Connect with friends	33 (24.81)	87 (65.41)	42 (31.57)	13 (9.77)	10 (7.56)
For Studies	37 (27.81)	77 (57.89)	50 (37.59)	15 (11.27)	06 (4.51)
To chat with friends	17 (12.78)	89 (66.11)	43 (33.33)	20 (15.03)	16 12.03
I love to Share day to day activities with others	11 (8.07)	47 (35.33)	68 (51.92)	41 (30.82)	18 (13.53)
To create online relationships	14 (10.52)	38 (28.57)	69 (51.87)	40 (30.07)	24 (18.04)
Everybody does it & if I don't I will be called outdated	11 (8.27)	31 (23.30)	81 (60.90)	38 (28.57)	24 (18.04)
Refreshment	30 (22.55)	81 (60.90)	51 (36.34)	17 (12.78)	06 (4.51)
Carrier Information	03 (29.32)	83 (62.40)	41 (30.82)	17 (12.78)	05 (3.75)

Students were asked to mention the purpose of using face book. The majority of students 89% opined that, they use face book for having new friend and chat with friends. Equal number of students are also using it for refreshment and create online relationships etc.

5.10. Frequency of Uploading Information to Face book

Table-10 : Frequency of Uploading Information Face book

Frequency of uploading information	Frequency (n)	Percentage (%)
Daily	18	9.70
Two days once	10	5.40

Three day once	03	1.60
Four days once	05	2.70
Weekly once	149	80.50

Students were asked to mention the frequency of uploading information in face book. The majority of students 80.50% opined that, they uploading information in face book once in a week and daily 9.70% are uploading information in face book. Arguably, a very few students were uploading their information in face book two days once, three days once and four days once.

5.11. Opinion on use Face book

Table-11 : Opinion on use Face book

Opinion about Face book	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree
I enjoy very much in using face book	20 (15.03)	67 (50.37)	63 (47.36)	26 (19.54)	09 (6.76)
Face book can help me in my work and studies	21 (15.78)	59 (44.36)	64 (48.12)	31 (23.30)	10 (7.51)
Use of face book frustrates me	14 (10.52)	44 (33.08)	78 (58.64)	38 (28.51)	11 (8.27)
Use of face book consumes a more time	18 (13.53)	71 (53.38)	57 (42.85)	30 (22.55)	09 (6.76)
Use of face book disturb my personal life	22 (16.54)	45 (33.83)	63 (47.36)	40 (30.07)	15 (11.27)
I can't focus on my studies	22 (16.54)	45 (33.83)	67 (50.37)	37 (27.81)	14 (10.52)
Need to pay more money for data pack	23 (17.29)	55 (41.35)	63 (47.36)	30 (22.55)	14 (10.52)
I fear that life without the face book would be boring, empty and joyless	15 (11.27)	33 (24.81)	76 (57.14)	32 (24.06)	29 (21.80)
I lose sleep due to late night log-ins	09	32 (24.06)	72 (54.13)	44 (33.08)	26 (19.54)
I can't go a day without face book	10 (7.51)	25 (18.79)	78 (58.64)	37 (27.81)	34 (25.56)
It bothers me when others have more friend on face book than me	18 (13.53)	39 (29.32)	65 (48.87)	34 (25.56)	29 (21.80)
Getting information about activities of others gives me pleasure	18 (13.53)	67 (50.37)	62 (46.61)	25 (18.79)	13 (9.77)

Students were asked to mention the opinion on use face book. The majority of students 78% opined that, they can't imagine a day without face book and became frustrated. Many interesting facts were revealed in this table.

5.12. Problems faced in using Social Networking Sites

Table-12 : Problems faced in using Social Networking Sites

Problems in using SNS	Strongly Agree	Agree	Can't say	Disagree	Strongly Disagree
Slow network connection	33 (17.83)	91 (49.18)	31 (16.75)	21 (11.35)	09 (4.86)
Lack of time	26 (14.05)	78 (42.16)	46 (24.86)	26 (14.05)	09 (4.86)
No valuable content	22 (11.89)	57 (30.81)	60 (32.43)	36 (19.45)	10 (5.40)
Lack of privacy	26 (14.05)	71 (38.37)	48 (25.94)	29 (15.67)	11 (5.94)
Disturb from users	24 (12.97)	54 (29.18)	54 (29.18)	40 (21.62)	13 (7.02)

The utilization of ICT technology has become inevitable during the twenty-first century. ICT infrastructure plays a vital role in creating a bridge between students and real world virtually. However, students faced several constraints in accessing SNS. Majority 49.18% of the students opined that they had a poor internet connectivity. Interestingly, 32.43% of students felt that no valuable information OR content. Opinion about constraints such as lack of time, electricity problem and lack of privacy varies among the students.

Conclusion

There are some social networking sites available on the web, six SNS are popular in the polytechnic education system. Among those, Whattsapp and Face book is the most popular SNS accessed by the polytechnic students. In the era of iinformation communication technology, the application of social networking sites are playing a vital role in achieving great work of sharing the information across the world.The majority of students felt SNS is good for communication of information, but hardly depends on how we use it. Whattsapp is one of the major SNS using by students for online classes in this COVID-19 pandemic. Some of the students use it for chatting with friends and to Crete new friends network. During these days most of the students as well as their parents came to know about the latest updates and happenings through SNS.

Abbrevations

SNS : Social Networking Sites

ICT : Information & Communication Technology

SMT: Social Media Technology

Acknowledgments

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