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Use and Awareness of Social Networks by Engineering Students in Vidya Vikas Institute of Engineering and Technology, Mysore, Karnataka: A Study

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Abstract

This Article focuses on the awareness and use of social networks by engineering graduates of Vidya Vikas Institute of Engineering and Technology, Mysore, Karnataka. The main aim is to know the Frequently used devices to connect internet, Time spent for Active Internet Usage, Frequency of accessing Social Network, Time spent on Social Network Sites per session, Purpose of Using Social Network Sites, Opinion regarding use of Social media for Academic/Career and Academic/ career purpose of using social media. The major finding of the study are majority of the respondents are using mobile phone to connect internet. Majority of the respondents comes to know the social network sites from their friends. Face book is places first of the favorite Social network site for the respondents.

Keywords: Social media; Social Network, User survey; Engineering students, VVIET

1. Introduction

Students are increasingly using social networking sites because they promote a variety of hobbies and activities and enable them to communicate with one another as well as the local and global community at large. usage of these websites has significantly increased in India. In recent years, social media such as Face book, Google+, Twitter, Flicker and

YouTube have become popular particularly with young students. These tools have become part of the students' lives and help to build their connections with others. These connections are based on related interests, work, interactions and personal relationships. Consequently, academic institutions have realized the importance of social media and a growing number of academic communities are creating accounts and joining groups through these sites (Al-Daihani, 2010). Keeping the assumption of increasing use of social networks, this study conducted with an aim of finding the awareness and use of social media among engineering students of Vidya Vikas Institute of Engineering and Technology, Mysore, Karnataka .

2. Review of Literature:

The primary and secondary sources of literature have been consulted for reviewing the literature. **Nigam and Singh (2016)** also examined the pattern of academicians' social networking sites in scholarly communication in the Central Himalayan Region of Uttarakhand state University of India. The outcomes uncovered that 93% of the State University of Uttarakhand personnel were utilizing SNS's, and the sharing of data was the most astounding among them. Around 44% of respondents were using SNS a few times each day, whereas 48% of employees suspected that SNS data were reliable. About 33% of employees trusted that there was the probability of misrepresentation through SNSs, and 41% trusted that SNSs are little affecting their lives. 28.75% were utilizing Facebook, which was most astounding in all SNS's. **Sei-chng Joanna, Kyung-Sun (2013)** study analyzed International students everyday life information needs, their usage of Social networking sites. The findings of the study indicate that majority (97 percent) of the respondents frequently used SNS; while there is no gender difference was found. The frequent users were more likely to rate acquired information was useful.

Farzana Shafique, Mushahid Anwar & Mahe Bushra(2010) study was found that the purpose of using the social media by the students was for purchasing, video conferencing, selling, tagging related resources, advertisement, finding social contacts, ranking resources, earning money, finding communities of interest, and for searching. They recommended that the use of these media should be integrated with traditional courses and classroom. **Zakaria, Watson, and Edwards (2010)** studied the use of social media by Malaysian students. They found that students have been using the Internet applications specifically social media for both formal and informal types of learning.

3. Objectives of the Study:

The main objectives of the present study are

- To know the devices used connect internet and accessing social network in frequently.
- To examine the time spent for active internet usage per day and per session
- To obtain their views on how they come to know to join in the Social net work sites.
- To know the purpose of using the Social Network sites.
- To know the use of Social media for Academic/Career and academic purpose

4. Methodology:

The search for research study literature starts with the investigation. This study was conducted through a structured questionnaire, data for the survey were gathered by online questionnaire surveys from vidya vikas institute of engineering and technology, mysore. The accidental random sampling method was used for collecting the data, from those were available in the college library during the Jan-2023. The respondents are from different departments the questionnaires were distributed and giving sufficient time to fill up, the doubts raised by the respondents are cleared by the investigator and the response rate was 172. The responses received from the students to the questions are presented in the form of tables, figure and analyzed by using a simple method of calculation. The use of social network site is included in this study.

5. Analysis and Interpretation

5.1 Gender and Years

Table 1
Gender and Years wise Distribution of Respondents

Sl. No	Gender	2 nd Year	3 rd Year	4 th Year	Total
1	Male	25 (55.6)	42 (59.2)	37 (66.1)	104 (60.5)
2	Female	20 (44.4)	29 (40.8)	19 (33.9)	68 (39.5)
	Total	45 (100)	71 (100)	56 (100)	172 (100)

The table shows gender-years wise, distribution of respondents indicated that majority of respondents (104; 60.5%) are male and rest 68 (39.5%) of them are female respondents and are more represented from 3rd year and of them male represented.

5.2 Frequently Used Devices to Connect Internet

Table-2
Frequently Used Devices to Connect Internet

Sl. No	Devices	Male	Female	Total
1	P.C	02 (1.9)	01 (1.5)	03 (1.7)
2	Laptop	07 (6.7)	03 (4.4)	10 (5.8)
3	Mobile	95 (91.3)	64 (94.1)	159 (92.4)
	Total	104 (100)	68 (100)	172 (100)

Table 2 shows frequently used devices to connect internet of respondents in the study. Out of 172 respondents, 159 (92.4%) of respondents frequently use mobile internet, 10 (5.8%) of respondents use laptop and only 03 (1.7%) of respondents use PC. where we find that frequency used to internet more from respondents from female than respondents from male users.

5.3 Time spent for Active Internet Usage

Table 3
Time spent for Active Internet Usage

Sl. No	Time spent	Male	Female	Total
1	Less than 15 min	11 (10.6)	01 (1.5)	12 (7.0)
2	15-30 min	21 (20.2)	18 (26.5)	39 (22.7)
3	30-60 min	22 (21.2)	25 (36.8)	47 (27.3)
4	More than one hour	50 (48.1)	24 (35.3)	74 (43.0)
	Total	104 (100)	68 (100)	172 (100)

The table 3 shows the data about the time spent for active internet usage. There are 74 (43.0%) respondents spend the more than one hours, 47 (27.3) respondents opined 30 to 60 minutes spend, 39 (22.7%) opined the 15 to 30 minutes and only 12 (7.0%) respondents opined less the 15 minutes spend in active internet usage. We find that users at male respondents spend the more than one hour spent

5.4 Profile in the Social Network Sites

Table 4
Profile in the Social Network Sites

Sl. No	Social Network	Male	Female	Total
1	Face Book	37 (35.6)	06 (8.8)	43 (25.0)
2	Twitter	09 (8.7)	22 (32.4)	31 (18.0)
3	Google +	43 (41.3)	39 (57.4)	82 (47.7)
4	LinkedIn	15 (14.4)	01 (1.5)	16 (9.3)
	Total	104 (100)	68 (100)	172 (100)

The table 4 states that out of 172 respondents, 82 respondents (47.7%) said they are profile in the social network sites, followed by 43 (25.0%) who are face book, 31 (18.0) who said they are twitter and only 16 (9.3%) who said they are profile in the LinkedIn. More female respondents profile in Google +.

5.5 Frequency of Accessing Social Network

Table 5
Frequency of Accessing Social Network

Sl. No	Time	Male	Female	Total
1	Hourly	08 (7.7)	10 (14.7)	18 (10.5)
2	Daily	80 (76.9)	52 (76.5)	132 (76.7)
3	Weekly	13 (12.5)	05 (7.4)	18 (10.5)
4	Monthly	03 (2.9)	01 (1.5)	04 (2.3)
	Total	104 (100)	68 (100)	172 (100)

The table 5 shows the data about the frequency of accessing social network. There are 132 (76.7%) respondents daily accessing social network site, 18 (10.5%) each respondent's opined hourly and weekly and only 4 (2.3%) respondents opined monthly access the social network. Where we find more male respondents are daily accessing social network.

5.6 Time Spent on Social Network Sites Per Session

Table 6
Time Spent on Social Network Sites Per Session

Sl. No	Time	Male	Female	Total
1	Less than 15 min	28 (26.9)	22 (32.4)	50 (29.1)
2	16-30 min	30 (28.8)	29 (42.6)	59 (34.3)

3	31-60 min	25 (24.0)	13 (19.1)	38 (22.1)
4	More than an hour	21 (20.2)	04 (5.9)	25 (14.5)
	Total	104 (100)	68 (100)	172 (100)

The table 6 shows the data about the time spent on social network sites session. There are 59 (34.3%) respondents say 16 to 30 minutes time spent per session, followed 50 (29.1%) respondents say less than 15 minutes, 38 (22.1%) respondents say 31 to 60 minutes and 25 (14.5%) respondents say more than an hour spent social network sites per session. We find that users at female respondents spend the 16 to 30 minutes social network sites per session.

5.7 Purpose of Using Social Network Sites

Table 7
Purpose of Using Social Network Sites

Sl. No	Purpose	Male	Female	Total
1	To keep in touch with friends	52 (50.0)	36 (52.9)	88 (51.2)
2	To meet new people	12 (11.5)	02 (2.9)	14 (8.1)
3	To share photos, videos and music	22 (21.2)	04 (5.9)	26 (15.1)
4	To promote your self	17 (16.3)	26 (38.2)	43 (25.0)
5	Writing comments	01 (1.0)	00 (0.0)	01 (0.6)
	Total	104 (100)	68 (100)	172 (100)

When the purposes of using social network sites are analyzed, majority of the sample indicated its purpose as to keep in touch with friends (88: 51.2%), to promote yourself (43: 25.0%), to share photos, videos and music (26: 15.1%), to meet new people (14: 08.1%) and only 01 (0.6%) of respondents say writing comments for using social networks sites. We find that users at female respondents purpose of using social network sites for to keep in touch with friends.

5.8 Use of Social Media for Academic/Career

Table 8
Use of Social Media for Academic/Career

Sl. No	Opinion	Male	Female	Total
1	Yes	89 (85.6)	64 (94.1)	153 (89.0)
2	No	15 (14.4)	04 (5.9)	19 (11.0)
	Total	104 (100)	68 (100)	172 (100)

Above the table shows the social media for academic/career, there are 153 (89.0%) of the respondents opined yes and only 19 (11.0%) users say no. We find that more no of female respondents social media for academic/career say yes.

5.9 Academic/ career purpose of using social media

Table 09
Academic/ career purpose of using social media

Sl. No	Purpose	Male	Female	Total
1	For job searching	20 (19.2)	15 (22.1)	35 (20.3)
2	For professional /career network	17 (16.3)	09 (13.2)	26 (15.1)
3	To update knowledge	49 (47.1)	31 (45.6)	80 (46.5)
4	For sharing and exchanging information	18 (17.3)	13 (19.1)	31 (18.0)
		104 (100)	68 (100)	172 (100)

The table 9 shows that the Academic/ career purpose of using social media are analyzed, majority of the respondents indicated its purpose as to update knowledge (80: 46.5%), following 35 (20.3%) of the respondents for job searching of using social media, 31 (18.0%) respondents say for sharing and exchanging information and remaining 26 (15.1%) of the respondents say for professional/career network for using social media. We find that male respondents purpose of using social media for to update knowledge.

5.10 Use of Social Network for Academic Purpose

Table 10
Use of Social Network for Academic Purpose

Sl.No	Opinion	Male	Female	Total
1	Yes	79 (76.0)	56 (82.4)	135 (78.5)
2	No	19 (18.3)	04 (5.9)	23 (13.4)
3	No idea	06 (5.8)	08 (11.8)	14 (8.1)
	Total	104 (100)	68 (100)	172 (100)

Above the table 10 shows that the use of social network for academic purpose, there are 135 (78.5%) of the respondents say yes, 23 (13.4%) of the respondents say no and only 14

(8.1%) respondents say no idea for use of social network for academic purpose. We find the more female respondents indicate use of social network for academic purpose.

5.11 Trust of Information in Social Network Sites

Table 11
Trust of Information in Social Network Sites

Sl. No	Opinion	Male	Female	Total
1	Yes	80 (76.9)	18 (26.5)	98 (57.0)
2	No	24 (23.1)	50 (73.5)	74 (43.0)
	TOTAL	104 (100)	68 (100)	172 (100)

The table 11 shows the trust of information in social network sites, there are 98 (57.0%) of the respondents opined yes and only 74 (43.0%) users say no. We find that more no of male respondent's trust of information in social network sites say yes.

6. FINDINGS AND CONCLUSION

Early research focuses on the awareness and use of social networks, Social media significantly altered lives. The social network has become a useful tool for people in the twenty-first century, making people's lives more comfortable. If social media is used wisely, positive change will result. The young generation is becoming addicted to the use of social network site. As the study has been conducted at Vidya Vikas Institute of Engineering and Technology, Mysore, Karnataka among the engineering students, it is found that they use social network site for varied purposes.

On the whole, it is clear that the more students use of social network sites in Vidya Vikas Institute of Engineering and Technology, Mysore. These are 159 (92.4%) of respondents frequently use mobile internet, 74 (43.0%) respondents spend the more than one hours, 82 (47.7%) respondents said they are profile in the social network sites, 132 (76.7%) respondents frequency of accessing social network in daily, there are 59 (34.3%) respondents say 16 to 30 minutes time spent per session, 88 (51.2%) indicated its purpose as to keep in touch with friends, 80 (46.5%), of the respondents indicated its purpose as to update knowledge, (78.5%) of the respondents opined use of social network for academic purpose,

Overall, the study found that students are aware of the advantages and risks related to using social networks. Also, since the students are already aware of the advantages of social

networking sites, it is necessary to educate them about their use and available services. Also, it is discovered that pupils primarily use Facebook. As a result, students are using smart-phones to access social media. People are generally always connected to social networking sites, according to the report.

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