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Students' Attitude towards Social Networking Sites (SNSs): A Case Study of Central Institute of Technology (CIT) Kokrajhar, Assam

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ABSTRACT

The present study investigates the use of Social Networking Sites (SNSs) by the students of Central Institute of Technology (CIT) in Kokrajhar, Assam. The survey and random sampling technique have been used for the collection of data. Around 200 structured questionnaires were distributed among the students of CIT, Kokrajhar and filled-in questionnaires were collected on the same day itself and analyzed for data interpretation in the form of tables and charts. The study explored that all the respondents were aware of SNSs and are using more than one SNSs websites, it has found that Facebook is use in large number, while YouTube and Instagram follow it. Mobile is the most preferred tool for accessing SNSs, a majority expressed that low internet speed was the main problem, also indicates that students are using SNSs for entertainment purpose. The majority 47.47% of the CIT students are satisfied, while 35.35% are partially satisfied and very few 17.17% are highly satisfied.

Keywords: Social Networking Sites, Social media, Communication tools, Central Institute of Technology (CIT),

INTRODUCTION:

In the present age, the use of ICT has tremendously increased because it provides enhanced user satisfaction, cost-effectiveness, and easy networking. ICT has developed a tremendous stage that it has given access to information at fingertips. The value of electronic information is that it can be

shared, distributed, updated, manipulated and rapidly searched. In this digital era, social networking has become a trend for many new generation people. Posting pictures, updating status, chatting online have become a part of daily activities of life. The term “Social Networking” refer a range of web-enabled/it-enabled software programs that allows users to interact and work collaboratively with other users and facilitate the ability to browse. Search, invite a friend to connect & interact, share reviews, comments, blog entries, favorites, discussions, events, classified information and many more (Sharma, 2014)¹¹.

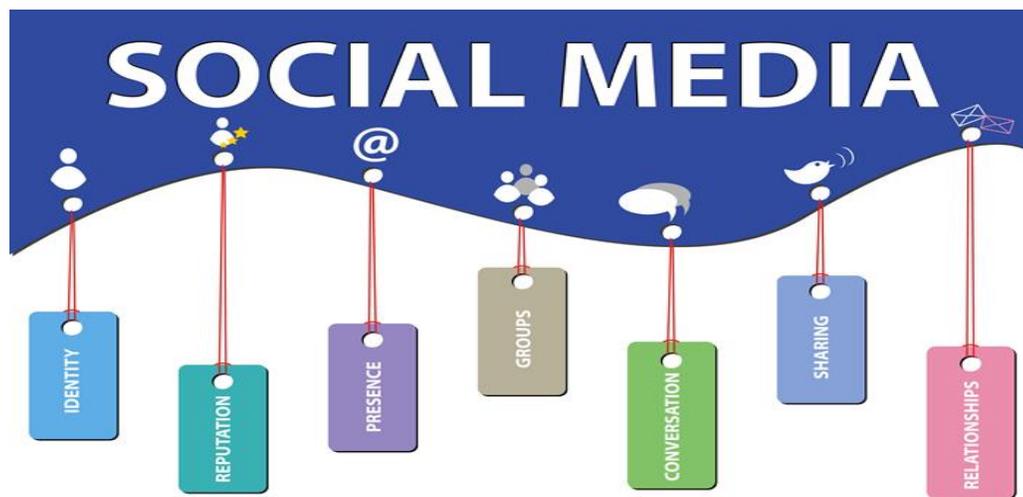


Figure-1: Purpose of Use SNSs

(Source: <https://www.webcentreplus.co.uk/social-networking-sites/>)

In a nutshell, SNSs are the new avatar of e-communication to the mass people for the two-way communication of exchange, interactions and sharing all kinds of information seamlessly. In addition, because of its dynamism, SNSs became an integral part of the academic community, especially the youth, for exchanging and sharing their news, ideas, and innovations in real time for quick responses and awareness (Singh and Gill, 2012)¹². Older generations recall how people mainly talked face to face, while members of the newest generation often texting to talking face to face (Reid and Reid, 2004)⁸.

CENTRAL INSTITUTE OF TECHNOLOGY (CIT) KOKRAJHAR:

Central Institute of Technology (CIT), Kokrajhar is situated in Kokrajhar District of Bodoland Territorial Council (BTC) in Assam. It is a Centrally Funded Institute under the Ministry of Human Resource Development, Government of India. The Institute was established on the 19th of December 2006. The Institute is an autonomous body registered under the Societies Registration

Act., 1860 and functions under a Board of Governors (BOG). The degree programme was started in CIT in 2009. At present the degree programmes offered by CIT are in Computer Science and Engineering, Electronics and Communication Engineering, Instrumentation Engineering, Food Processing Technology, Civil Engineering(Construction Technology) and Information Technology¹⁴.

LITERATURE REVIEW:

Haneefa and Sumitha (2011)⁵ conducted a study on perception and use of Social Networking Sites by the students of Calicut University and revealed that majority of the students are aware of social networking sites, Orkut was found to be the most popular social networking site than Facebook and MySpace, students' visits social networking sites twice a week send scraps and meet new friends, there is a lack of security and privacy and majority used their real names and photos in their profiles. Aharony (2013)¹ investigated the use of Facebook by Library and Information Science students in Israel. The paper explored the personality characteristics, gender, level of education and age influence about Facebook use pattern and their perceptions and resolved a significant difference regarding level of education, BA students feel Facebook more beneficial than students and are more aware than the MA/Ph.D. students of its cost and many other positive and negative correlations were found in the findings. Sponcil and Gitimu (2013)¹⁰ evaluated the use of social media by college students in Relationship to communication and self-concept and the result indicated that Facebook and Twitter were found to be the most popular websites, individuals are using social media websites increasingly and visiting frequently, create new ways of communicating with friends and family and influences individual's self-concept. Hamade (2013)³ investigated the perception and use of social networking sites among university students and the findings indicated that majority of students were using Twitter and Facebook mostly, neglecting study/work and the time consumed is the two major drawbacks, it also showed some lack of experience with social networking beyond entertainment and there is need to educate students on the benefits of SNS and quality of information found on sites. Eke, Omekwu and Odoh (2014)² investigated the use of Social Networking Sites among the Undergraduate Students of University of Nigeria, Nsukka and resolved that students were using SNS in interaction with friends, for online study, discussing national issues and watching movies etc. The study has given many useful suggestions about the

university authorities that they should organize seminars to enlighten students on the not-so-good aspects of SNS etc.

Singh and Gill (2015)⁹ studied the role and users' approach to social networking sites (SNSs) of universities in North India. The study found that respondents are all aware of such applications, Facebook was revealed as the most popular SNS and used mostly for entertainment and communication, a majority are aware of security aspects of SNS etc. Mansour (2015)⁷ surveyed the faculty members of the School of Library & Information Science, PAAET, Kuwait on use of Social Networking Sites (SNSs) and the study explored that more than a half of the faculty members are using SNSs for three to five years, were using SNS several times a week, accessing mostly from their school office, home and school laboratory and are highly satisfied. It also revealed the perception of non-users from the use of SNS and its drawbacks. Lalnunpuii and Verma (2015)⁶ investigated the use of social networking sites by faculty members and students of NIT, Mizoram and explored that maximum respondents are aware with the use of SNSs, using for sharing information and communication, Facebook is the common site used by respondents, the main problems faced by the users are poor internet facility, lack of time & privacy, cannot use in departments and lack of technical knowledge. Verma and Devi (2016)¹³ surveyed the students of Mizoram University (MZU) on perception and use of Social Networking Sites (SNSs) and indicated that majority are aware of SNS and are using more than one SNSs, in which Facebook and YouTube are common SNSs used by students of MZU, also users feel helpful while using SNSs, majority are satisfied with SNS, whereas, more than half indicated non-availability of full-fledged internet connectivity.

THE OBJECTIVES THE STUDY:

The specific objectives of the study are:

1. To analyze the students' attitudes about Social Networking Sites (SNSs) by the students of Central Institute of Technology (CIT), Kokrajhar
2. To know the most popular SNSs used by the CIT students
3. To investigate the purpose of use of SNS by the students of CIT
4. To find out the problems faced by CIT students
5. To measure the level of satisfaction of use of SNSs by CIT students

SCOPE OF THE STUDY:

The scope of the present study is limited to examine the student's attitudes towards social networking sites (SNSs). The scope is further limited to students of Central Institute of Technology (CIT), Kokrajhar, Assam.

METHODOLOGY:

The study mainly focused on students attitudes' in social networking sites on different parameters, therefore survey method of research was used in this to collect primary data. A structured questionnaire was designed and distributed to 200 randomly selected respondents of Central Institute of Technology (CIT) Kokrajhar to collect primary data. The collected data were scrutinized, tabulated and analyzed for inferences by using excel spreadsheet software.

DATA ANALYSIS:

On the basis of the data received from the respondents, the collected were analyzed and tabulated by using statistical measures as tables and figures.

Gender Wise Distribution of Respondents

Gender representation is important parameters in any social science research. Table and figure-1 show the gender wise distribution of respondents and it was observed from analysis that the male respondents are large in number over the female respondents. Out of 200 respondents, the total percentage of male respondents is 64% and female respondents are 36%.

Table 1: Gender wise distribution of respondents

Gender	No. of Respondents
Male	128 (64%)
Female	72 (36%)
Total	200

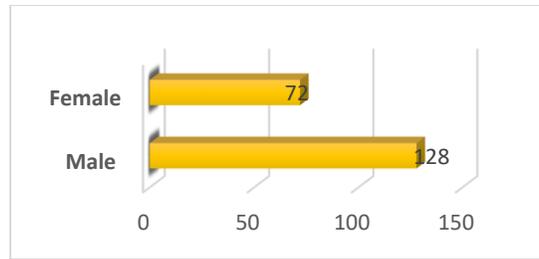


Figure- 1: Gender wise distribution of respondents

Age Wise Distribution of Respondents

It is assumed that age has a significant role in using SNSs. Figure 2 depicts the age wise distribution of respondents and observed that maximum respondents (41%) are 22 years (41%), followed by 21 years (26%), 23 years (15%), 20 years (13%) and 24 years (5%). It indicates that the majority of the students belongs to 22 age.

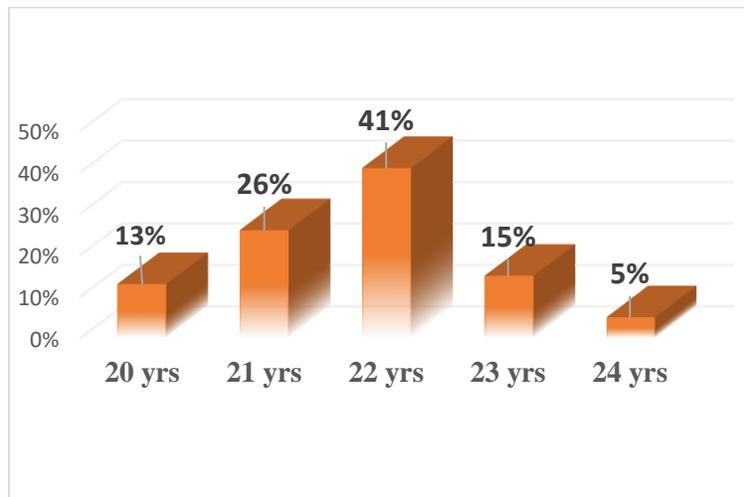


Figure 2: Age wise distribution of respondents

Awareness & Use of Social Networking Sites (SNSs)

It is found that all the respondents (100%) are aware of Social Networking Sites (SNSs) and they are using it but it differs duration of use. Table 3 explores the duration of use of Social Networking Sites (SNSs) and observed that 53% of respondents are using SNSs from 6-8 years, 40% respondents are using from 3-5 years and 7% are using since 9 years and above. Thus, majority of respondents are using SNSs since 6-8 years.

Table 3: Duration of use of social networking sites (SNSs)

Years	Respondents
3-5 yrs	80 (40%)
6-8 yrs	106 (53%)
9 yrs & above	14 (7%)
Total	200

Types of Social Networking Sites (SNSs) Used by Respondents

The present study brings out the different types of Social Networking Sites (SNSs) used by the students of Central Institute of Technology (CIT). Table 4 reveals that majority 30.81% of the respondents are using Facebook mostly, the second and third most used SNSs was YouTube and Instagram constituting 30.50% and 22.01% respectively, which is followed by Twitter (9.11%), LinkedIn (5.34%), blog (1.88%) and Flickr (0.31%).

Table 4: Types of SNS s used by respondents

Social Networking Sites (SNSs)	Response
Facebook	196 (30.81%)
Twitter	58 (9.11%)
YouTube	194 (30.50%)
Instagram	140 (22.01%)
Flickr	2 (0.31%)
Friendster	0
blog	12 (1.88%)
Classmate.com	0
LinkedIn	34 (5.34%)
Total	636

Time spent while using SNSs in a day

We are living in digital age and seeking information in anytime, anywhere and anyway mode. Thus it is important to know the respondents behavior to spend time on SNSs. Table 5 depicts the time spent while using Social Networking Sites (SNSs) in a day by respondents and found that majority 51% of the respondents are spending 3-6 hours in a day on SNSs, 31% of the respondents mentioned that they used less than 2 hours in a day, 10% says for more than 8 hours and 8% says for 7-8 hours in a day.

Table 5: Time spent while using SNSs in a day

Time spent	Respondents
Less than 2 hours	62 (31%)
3-6 hours	102 (51%)
7-8 hours	16 (8%)
More than 8 hours	20 (10%)
Total	200

Frequency of Using SNSs

Table 6 reveals the frequency of using Social Networking Sites (SNSs) by the respondents. Visit to SNSs depends on how much importance they give according to their concern level. It explores that majority 98% of the respondents are using SNSs every day, 1% of the respondents uses only sometimes and occasionally. No any respondent use once a week. It is very clear from the data that the youngsters of the present era used SNSs every day.

Table 6: Frequency of using SNSs

Frequency	Respondents
Everyday	196 (98%)
Only sometimes	2 (1%)
Once a week	0
Occasionally	2 (1%)
Total	200

Tools Used for Accessing SNSs

At present users have a variety of tools to access SNSs like computers, laptop, mobile phone etc. and people have their own choice of tools to access SNSs as per availability and convenience. Table 7 shows the tools used while accessing Social Networking Sites (SNSs) by the respondents and reveals that maximum responses 45.32% uses mobile as a tool for SNSs, 39.25% uses laptop, 14.01% uses PC and the least uses tablet (0.93%) and iPod (0.46%).

Table 7: Tools used for accessing SNSs

(Respondents given more than one option)

Tools	Response
PC	60 (14.01%)
Laptop	168 (39.25%)
Mobile	194 (45.32%)
Tablet	4 (0.93%)

iPod	2 (0.46%)
Total	428

Place of Accessing SNSs

Table 8 shows the place of accessing Social Networking Sites (SNSs) by the students of CIT. It revealed that majority of respondents (35.40%) would like to access SNSs from their hostel, 31.90% likes to access from their home, 12.45% access from library and the rest 8.56%, 6.61% and 5.05% would prefer to access from cyber café, department and computer center respectively. This indicates that most of them have chosen hostel as their best place to access.

Table 8: Place of accessing SNSs
(Respondents given more than one option)

Place	Response
Library	64 (12.45%)
Department	34 (6.61%)
Computer center	26 (5.05%)
Hostel	182 (35.40%)
Cyber cafe	44 (8.56%)
Home	164 (31.90%)
Total	514

Purpose of Using SNSs

Table 9 illustrates the purpose of using Social Networking Sites (SNSs) by the students of CIT. The study reveals that majority of respondents (10.53%) are using SNSs for entertainment purpose, 10.20% respondents are using for instant messaging, 9.22% respondents uses when they get bored, 9.01% respondents responded that they used for academic communication. The 8.57% respondents access SNSs for searching jobs, 8.36% respondents for finding old friends and a very few respondents consider using SNSs for the purpose of sharing videos (7.70%) while 7.27% respondents used SNSs to discuss new ideas, 6.18% respondents use because it is convenient to use for communication. The other purposes to use SNSs are sharing experience (5.53%), to get opinions from others (5.21%) and to promote themselves or their work (4.23%).

Problems Faced While Using SNSs

Table 10 brings out the problems faced by the respondents while using SNSs and indicates that majority 50.38% expressed that low internet speed was the main problem, followed by 32.82% mentioned due to

lack of time for their tight schedule of classes and 16.79% mentioned because of lack of security & privacy.

Table 9: Purpose of using SNSs
(Respondents given more than one option)

Purposes	Response
Entertainment	194 (10.53%)
Instant Message (Chatting)	188 (10.20%)
Academic communication	166 (9.01%)
Searching jobs	158 (8.57%)
To discuss new ideas	134 (7.27%)
For sharing videos	142 (7.70%)
Promote themselves or their work	78 (4.23%)
Finding old friends	154 (8.36%)
Keep up to date	146 (7.92%)
using when you get bored	170 (9.22%)
Get opinions from others	96 (5.21%)
Sharing experience	102 (5.53%)
It is Convenient to use for communication	114 (6.18%)
Total	1842

Table 10: Problems faced while using SNSs
(Respondents given more than one option)

Problems	Response
Lack of time	86 (32.82%)
low internet speed	132 (50.38%)
Lack of security & privacy	44 (16.79%)
Total	262

Level of Satisfaction by Using SNSs

Table 11 and fig. 3 interprets about the level of satisfaction from using SNSs by the students of CIT and the study revealed majority 47.47% are satisfied, while 35.35% are partially satisfied and very few 17.17% says that they are highly satisfied.

Table 11: Level of satisfaction from using SNSs (N=198)

Problems	Response
Highly satisfied	34 (17.17%)
Satisfied	94 (47.47%)
Partially satisfied	70 (35.35%)

Not satisfied	0
Total	198

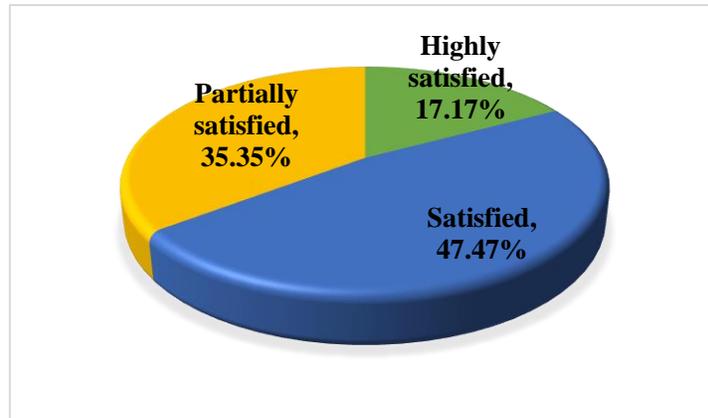


Fig. 3: Level of satisfaction from using SNSs

MAJOR FINDINGS

1. The study discovered that all the entire respondents are aware of Social Networking Sites (SNSs) and the majority 53% of respondents is using SNSs from 6-8 years of duration.
2. It resolved that majority 30.81% of the respondents are using Facebook as the most common SNSs followed by YouTube (30.50%) and Instagram (22.01%) and the majority 51% of the respondents are spending on SNSs for 3-6 hours a day.
3. It explored that majority 98% of the respondents are using SNSs every day and only 1% uses sometimes and occasionally and the major tool used by the most of respondents 45.32% is mobile, followed by laptop (39.25%), PC (14.01%) and the least use tablet (0.93%) and iPod (0.46%).
4. The study reveals that majority 10.53% are using SNSs for entertainment purpose, followed by 10.20% instant messaging and 9.22% whenever they get bored.
5. The majority 50.38% expressed that low internet speed was the main problem, followed by 32.82% due to lack of time and 16.79% mentioned due to lack of security & privacy.
6. The study found that majority 47.47% are satisfied, while 35.35% are partially satisfied and very few 17.17% are highly satisfied.

CONCLUSION

Social Networking Sites like Facebook, LinkedIn, Instagram, YouTube, Twitter etc. have become popular among the users. The study investigated the use of Social Networking Sites (SNSs) by the

students of Central Institute of Technology (CIT) in Kokrajhar, Assam, India. The findings indicated that all the respondents are fully aware of SNSs and a majority of the students were heavily using Facebook, YouTube, and Instagram respectively. This is all because the use of technology is an essential part of modern youngsters. Many of the youngsters are using Social Networking Sites (SNSs) to extend the learning opportunities and exchange learning values (educational factors) (Jan, M. T. 2017). SNSs plays a crucial role in the academic life of teenagers, college students and gives opportunities in career building. Majority revealed that students are using SNSs for entertainment purpose, it is suggested that the students of CIT, Kokrajhar must be given guidance and instructions about the safe use of personal information posted on the sites. It is to be noted that Social Networking Sites needs of tight security to avoid misuse of one's personal information. The users should be very careful while accessing those sites and giving blind trust on websites needs to be minimized. Though it is very helpful for academicians but at the same time needs to be meticulous.

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