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Use of Social Networking Sites among the College Students in Tamil Nadu, India

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Abstract

In the most recent years of the twentieth century, the world and particularly India saw a wonderful and quick headway in data and correspondence advancements. In this time, "correspondence" has developed as the most well-known term. Today the correspondence upset has united individuals paying little heed to geological limits. The need to convey is a piece of an individual's inborn being. Since the very beginning mankind has imparted utilizing distinctive procedures and strategies. Conditions and accessible innovation have directed the technique and methods for correspondences. Subsequently, every once in a while new communication technologies have been developed for better individual and also for mass correspondence. With the approach of the printing innovation the new time of mass correspondence started. At that point the innovation of wireless communication came into existence – Radio was found. Afterward, the creation of Television had an enormous effect around the world. This study shows that most preferred use of social networking sites such as 34.9% respondents says Facebook, 7.4% respondents says twitter, 5.5% respondents says Linked in, 1.8% respondents says Pinterest, 3.7% respondents says Google+, 9.2% respondents says Instagram, 24.4% respondents says WhatsApp and 12.9% respondents says You tube. The study on the use of Social Networking sites by the University students' of Tamil Nadu conveys the existing pattern that there exists a held demeanor in the utilizing academic contents through Social Media for academic perfection. While 'Google' is an all around acknowledged medium for looking through all or any sort of data through Internet, there is a developing pattern of utilizing Social Media for specific data. Today, Social Media is the new Google where one can make separate group for detailed exchanges identifying with all fields of study. Social Media constructs a platform for one-on-one and one-to-many for pointed insights concerning the subject and to improve dominance over a subject. The prime consumers of the Social Media are students who approach boundless utilization for they have additional time and psyche to concentrate on their quest for knowledge.

Keywords: Social Networking Sites (SNS), Students, User Study, Socialization, Interaction, Privacy and Entertainment

1. Introduction

Social Networking Sites are integrated into everyone's life. Man cannot live without society. Family is the primary spot for figuring out how to be in the gathering. Gatherings likewise stretch out to class, college, work place, playground and so forth. In ongoing year's new relationship began with the entry of artificial machines called PC and web. Individuals talk, offer

and trade their delights, distresses, everyday happenings, instruction, relationship and so on, with the assistance of desktop through online Social Networking Sites.

The innovative progression had made an extraordinary and huge effect in the general public and particularly on the more youthful age. This logical headway is helping from basic assignment in making the work and occupation simpler. Computer turned into an unimaginable device in the realm of correspondence. The creative progression of the PC and web in the age enables the general population to impart even they are of million miles from one another. Once we were very much aware of pen-companions from different parts of the world. Without knowing one another, individuals had contact abroad. Clearly, by and by the history rehashes as Social Networking Sites. Today the friendship ratios among the young genes have broadened across the sea.

Social Networking Sites have been instrumental in contracting the world more than other innovative improvements. Social networking websites like Facebook, MySpace, WhatsApp and YouTube are winding up increasingly prominent and has progressed toward becoming an integral part of regular day to day existence for an expanding number of individuals. In view of their highlights, youngsters are pulled in towards these Social Networking Sites. Modem, broadband, remote and satellite a synchronous email, texting, and transport through interactive media, students have grown up socialized into a world formed by the web and display local and idle instincts and understandings of web innovation obscure to past generations.

2. Review of Literature

Singh and Kumar (2013) from Punjab University directed an investigation to gauge the use of social networking among their research students. The discoveries of the investigation demonstrates that larger part of the respondents were observed to know and making utilization of social media in their exploration work. Their examination additionally uncovers that Facebook is the most well known social networking locales among the exploration researchers. American young people go through normal 3.8 hours daily on social networking from a PC, cell phone as well as tablet.

Walsh et al. (2013) found that female first-year college students go through almost 12 hours daily utilizing social media by and large. Also they found a relationship between lower GPAs and higher social media use. The researchers additionally found the utilization of a few sorts of social media has gainful impacts, such as helping students recognize a sense of identity and establish networking skills.

Manjunatha (2013) explained 80% of the students investing impressive measure of energy in utilizing social networking sites routinely. Dominant part of Indian students (62.6%) spent up to 10 hours out of every week of their time on utilizing social networking sites and apparently 17.5% of students went through over 10 hours a week

Stollak et al. (2011) revealed that 78.3% of students spent major time on Facebook networking site while 77.2% among them spent over 30 minutes per day browsing the site. It was also demonstrated that over 75% of web clients in India are school and college going students. Among them, 89% of students use it for email and social networking.

Eleanor Yang Su, (2011) cites in his articles that Professor Christine Greenhow has discovered that students assemble essential bonds when they interface with school companions on Social Networking Sites. "At the point when students feel associated and have a solid feeling of having a place with the instruction network, they improve the situation in the instructive

establishments," said Greenhow, a training teacher. "They endure in training at higher rates and accomplish at higher rates. It's really encouraging that taking part in Social Networking Sites could assist them with developing and extend their bonds after some time." Greenhow recognizes there are potential entanglements, yet says it's limited to overlook the positive angles. She has contemplated youthful Internet propensities since 2007, and found that secondary school students are boosting their inventiveness and specialized abilities through the sites.

Hargittia's (2008) investigation of undergrads SNS utilization recognizes the distinction of the individuals who are SNS clients, and all the more explicitly are Facebook clients. The examples from the University of Illinois demonstrated that 88% of them were SNS clients, with 78.8% of that rate being Facebook clients

Dwyer et al., (2007) contemplated how trust in a specific site and different individuals can influence client's readiness to share data and grow new connections. The connection between web protection concerns and readiness to share data and grow new connections was examined. The investigation led with an examination of Facebook and MySpace. The outcomes demonstrated that online kinships can create in sites where trust perceived is low and security of protection is insignificant. The comparative study uncovered fascinating similitude and contrasts between the two sites.

Dwyer, Hilts and Widmeyer (2008) discovered that dynamic investment in contemporary society is winding up progressively dependent on computerized advances, a pattern that demonstrates that Social Networking Sites, an innovation installed in the everyday lives of a great many individuals around the world.

Hargittai (2007) says that the decision of social networking site utilized may increment both advanced and social disparity. In which she says that there is an advanced gap among the relatives, relatives and companions circle. The imbalance is extremely distinctive that individuals who use PC for web and different facilities. .

Acar, Sheldon, (2008)reported that as a normal Facebook client has a few times a larger number of companions on Facebook than, all things considered, in light of an apparent lower danger of tolerating new individuals, simplicity of asking for an enrolment, social attractive quality (positive sentiment of online ubiquity) and inability to reject individuals who are never again reached.

Lenhart and Madden (2007) have led a study for Pew Internet and American Life Project among the US youth and found that half of the considerable numbers of young people who approach the web utilize Social Networking Sites. Among this 66% say that their site is limited or private. 48 percent of them visit the site once in multi day

Telwall and Halser (2007) directed an investigation on the weblog. The center goal of the examination was to explore the abilities and constraints of weblog search engines. Evaluative examination was embraced for this specific investigation. From the discoveries it was reasoned that in spite of the fact that blog seeking was a helpful new method, looking the consequences of discoveries were sensitive to the decision of internet searcher. The outcome demonstrates that from individual to individual. The utilization of parameter, search engine and amount of spam varies with one another.

Alessandro Acquisti and Ralph Gross (2006) carried out a study, titled "Imagined communities Awareness, information Sharing and Privacy on Facebook", to comprehend hidden statistic or social contrasts between the networks of the system's individuals and non-individuals

and effect of privacy concerns on behaviour of the member. In this examination, the specialists discovered that age and status of students are the most essential factors in deciding the Facebook participation, however the security concerns likewise play a role, yet just for non-graduate students. Majority of the individuals know about the perceivability of their profiles and they depend without anyone else capacity to control the data they scatter. In any case, they archive huge divisions between explicit protection concerns and revelation behaviour with actual information.

Boyd's (2006) reports Friendster's popularity get under way on an influx of advancement here. Friendster ought to have ruled the market, yet what it picked up by being the first to accomplish sensible achievement, it lost through a progression of specialized and social stumbles, most strikingly the organization's assurance to arrange how its initial adopters drew in with the site.

3. Objectives of the Study

- To know the significance of social networking sites among the students generation
- To study the impact of social networking sites on university students
- To determine the benefits obtained from using the social media
- To ascertain the threats involved in using social media platform by the students
- To analyze the causal relationship among the study variables identified in the study
- To provide suggestions for development of students through social networking sites

4. Methodology

According to Hair (2015), Data is classified into two – Primary data as well as Secondary data. The primary data collection was made based on simple random sampling method. Survey method was the main source to collect primary data. For, secondary data different publications, journals, magazines surveys, Government documents, newspapers etc. were used. There are 32 districts in Tamil Nadu. Out of them, the researcher has selected three districts in southern part of Tamil Nadu. The simple random sampling technique was used for this research study.

5. Results and Discussion

Table 1: Age- wise Distribution of Respondents

Particulars	Number of Respondents	Percentage (%)
Below 20 years	70	14.4
20 – 22 years	164	33.7
23 – 25 years	238	48.9
Above 25 years	15	3.1
Total	487	100

It can be seen from Table 1 that “Age” obtained the following ratings: 14.4% respondents are below 20 years, 33.7% respondents are between 20 – 22 years, 48.9% respondents are between 23 – 25 years and 3.1% respondents are above 25 years.

Table 2: Most Preferred Use of Social Networking Sites

Particulars	Number of Respondents	Percentage (%)
Face book	170	34.9
Twitter	36	7.4
Linked in	27	5.5

Pinterest	9	1.8
Google+	18	3.7
Instagram	45	9.2
WhatsApp	119	24.4
You tube	63	12.9
Total	487	100.0

It can be seen from Table 2 that “Which of the following Social Networking Sites do you use” obtained the following ratings: 34.9% respondents says Facebook, 7.4% respondents says twitter, 5.5% respondents says Linked in, 1.8% respondents says Pinterest, 3.7% respondents says Google+, 9.2% respondents says Instagram, 24.4% respondents says WhatsApp and 12.9% respondents says You tube.

Table 3: Reasons for Using Social Media

Particulars	Number of Respondents	Percentage (%)
Learning	135	27.7
Events	36	7.4
Networking	37	7.6
Entertainment	13	2.7
Chatting With Friends	33	6.8
Obtaining Information	51	10.5
Sharing Information	110	22.6
Killing Time	59	12.1
Others	13	2.7
Total	487	100.0

It can be seen from Table 3 that “Reasons for using social media by university students” obtained the following ratings: 27.7% respondents says Learning, 7.4% respondents says Events, 7.6% respondents says Networking, 2.7% respondents says Entertainment, 6.8% respondents says Chatting With Friends, 10.5% respondents says Obtaining Information, 22.6% respondents says Sharing Information, 12.1% respondents says killing time and 2.7% respondents says others.

Table 4: Problems Faced while Using Social Media Sites

Particulars	Number of Respondents	Percentage (%)
Electricity	90	18.5
Bandwidth	120	24.6
Time management	150	30.8
Infrastructure	55	11.3
Privacy	36	7.4
Bullying	9	1.8
Physical Problems	27	5.5
Total	487	100.0

It can be seen from Table 4 that “Problems faced by students using Social Media Sites” obtained the following ratings: 18.5% respondents says Electricity, 24.6% respondents says Bandwidth, 30.8% respondents says Time management, 11.3% respondents says Infrastructure, 7.4% respondents says Privacy, 1.8% respondents says Bullying, and 5.5% respondents says Physical Problems.

Table 5: Students Interaction with Society through SNS

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	27	5.5
Disagree	21	4.3
Neutral	62	12.7
Agree	248	50.9
Strongly Agree	129	26.5
Total	487	100.0

It can be seen from Table 5 that “Students interact about the society through SNS” obtained the following ratings: 5.5% respondents rated strongly disagree, 4.3% respondents rated disagree, 12.7% respondents rated neutral, 50.9% respondents rated agree and 26.5% respondents rated strongly agree.

Table 6: Virtual Interactions for Sharing Research Findings

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	35	7.2
Disagree	33	6.8
Neutral	74	15.2
Agree	206	42.3
Strongly Agree	139	28.5
Total	487	100.0

It can be seen from Table 6 that “Virtual interactions for sharing research findings by the university students” obtained the following ratings: 7.2% respondents rated strongly disagree, 6.8% respondents rated disagree, 15.2% respondents rated neutral, 42.3% respondents rated agree and 28.5% respondents rated strongly agree.

Table 7: Convergence of Personal and Professional Network through SNS

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	53	10.9
Disagree	79	16.2
Neutral	131	26.9
Agree	141	29.0
Strongly Agree	83	17.0
Total	487	100.0

It can be seen from Table 7 that “There is convergence of personal and professional network through SNS” obtained the following ratings: 10.9% respondents rated strongly disagree, 16.2% respondents rated disagree, 26.9% respondents rated neutral, 29% respondents rated agree and 17% respondents rated strongly agree.

Table: 8: SNS Features in terms of Socialization, Interaction, Privacy and Entertainment

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	31	6.4
Disagree	39	8.0
Neutral	86	17.7
Agree	219	45.0
Strongly Agree	112	23.0
Total	487	100.0

It can be seen from Table 8 that “Many are competing to give the best features in terms of socialization, interaction, privacy and entertainment” obtained the following ratings: 6.4% respondents rated strongly disagree, 8% respondents rated disagree, 17.7% respondents rated neutral, 45% respondents rated agree and 23% respondents rated strongly agree.

Table 9: Helping to Maintain Friendships

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	54	11.1
Disagree	68	14.0
Neutral	51	10.5
Agree	217	44.6
Strongly Agree	97	19.9
Total	487	100.0

It can be seen from Table 9 that “Helping you to maintain friendships” obtained the following ratings: 11.1% respondents rated strongly disagree, 14% respondents rated disagree, 10.5% respondents rated neutral, 44.6% respondents rated agree and 19.9% respondents rated strongly agree.

Table 10: Social Media Usage Should Not Be Blocked In Educational Institution

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	22	4.5
Disagree	23	4.7
Neutral	70	14.4
Agree	253	52.0
Strongly Agree	119	24.4
Total	487	100.0

It can be seen from Table 10 that “Social media usage should not be blocked in educational institution” obtained the following ratings: 4.5% respondents rated strongly disagree, 4.7% respondents rated disagree, 14.4% respondents rated neutral, 52% respondents rated agree and 24.4% respondents rated strongly agree.

Table 11: Improving Communication Skills

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	90	18.5
Disagree	89	18.3
Neutral	74	15.2
Agree	146	30.0
Strongly Agree	88	18.1
Total	487	100.0

It can be seen from Table 11 that “Improving communication skills” obtained the following ratings: 18.5% respondents rated strongly disagree, 18.3% respondents rated disagree, 15.2% respondents rated neutral, 30% respondents rated agree and 18.1% respondents rated strongly agree.

Table 12: Impact of SNS with Social Life

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	78	16.0
Disagree	102	20.9
Neutral	75	15.4

Agree	145	29.8
Strongly Agree	87	17.9
Total	487	100.0

It can be seen from Table 12 that “SNS has impacted your social life” obtained the following ratings: 16% respondents rated strongly disagree, 20.9% respondents rated disagree, 15.4% respondents rated neutral, 29.8% respondents rated agree and 17.9% respondents rated strongly agree.

Table 13: SNS Helps in Participating Political Parties, Volunteering with Civil Society and Students Organizations

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	38	7.8
Disagree	46	9.4
Neutral	65	13.3
Agree	254	52.2
Strongly Agree	84	17.2
Total	487	100.0

It can be seen from Table 13 that “SNS helps in participating political parties, volunteering with civil society and students organizations” obtained the following ratings: 7.8% respondents rated strongly disagree, 9.4% respondents rated disagree, 13.3% respondents rated neutral, 52.2% respondents rated agree and 17.2% respondents rated strongly agree.

Table 14: Students Develop Virtual Interpersonal Relationships through SNS

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	48	9.9
Disagree	74	15.2
Neutral	64	13.1
Agree	199	40.9
Strongly Agree	102	20.9
Total	487	100.0

It can be seen from Table 14 that “Students develop virtual interpersonal relationships through SNS” obtained the following ratings: 9.9% respondents rated strongly disagree, 15.2% respondents rated disagree, 13.1% respondents rated neutral, 40.9% respondents rated agree and 20.9% respondents rated strongly agree.

Table 15: Time spent on Sharing Information with Students having Common Interest

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	32	6.6
Disagree	29	6.0
Neutral	58	11.9
Agree	243	49.9
Strongly Agree	125	25.7
Total	487	100.0

It can be seen from Table 15 that “SNS helps in spend time on sharing information with students having common interest” Obtained the following ratings: 6.6% respondents rated strongly disagree, 6% respondents rated disagree, 11.9% respondents rated neutral, 49.9% respondents rated agree and 25.7% respondents rated strongly agree.

6. Recommendations

- Faculty members should assist the students with making significant utilization of social networking sites by joining them into their exercises. This should be possible by acquainting the students with the social networking sites that are entirely for scholarly work and research.
- Both the parents and faculty members should attempt endeavors to urge the students to invest more energy studying their books than on social networking sites.
- Social Networking Sites ought to be utilized for self-improvement, where these sites upgrade IT abilities and help students to stay in contact with their experts.
- SNS are the most amazing media for sharing and trading data and accordingly, it ought to be utilized to make mindfulness among individuals in a general public and to associate bunches in regards to social issues.
- The Social Networking Sites ought to be utilized for the reasons for exchanges on social issues and furthermore to share their very own thoughts and contemplations.

7. Conclusion

People are naturally inquisitive and have the penchant to be constantly forward looking; choosing not to move on is not worthy to him. Thus, people have the tendency to advance in different perspectives among which innovative improvement shapes part. Internet is the latest and one of a kind innovation ever of. Absolutely Internet has encouraged the lives of people colossally through the plenty of points of interest it gives. Internet has empowered social association through Social Networking Sites. The most famous Social Networking Sites are Facebook, Twitter, Google Plus and numerous others. Through these networking sites an individual can take part in multitudinous exercises, for example, sharing videos and pictures, approaching national and in addition worldwide contacts, etc.

Social networking sites have turned into a standard mode for a huge number of youngsters and grown-ups from all around the globe including India. These sites urge and empower individuals to trade data about themselves, share pictures or videos, and use online journals and private information to speak with companions, other people who share interests and now and again even the world at large. Networking websites work like an online network of internet clients. Contingent upon the site being referred to, a considerable lot of these online network individuals share a typical intrigue, for example, leisure activities, religion, or legislative issues.

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