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Use of Social Networking sites among Alagappa university students: A Study

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Abstract

This paper reveals that use of social networking sites among Alagappa University, students, Karaikudi, Tamil Nadu, India. In this study helps to identify the most popular social networking sites, which purpose of using social networking sites, satisfaction level, frequency of using social networking sites and problem faced user in frequency of using social networking sites.

Keywords

Social Networking Sites, Alagappa University, Tamil Nadu

Introduction

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing , audio and video sharing , fast publishing, linking with all over world, direct connecting. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate is very much to shifting into social media so its influences are much on youth. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth .this study also focused the influences of social media on youth and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on. **Ismael Lopez Medel (2015)**-Social media

usage among university students through the case study of Central Connecticut State University, **Owusu Acheaw.M .,and Agatha Gifty Larson(2015)** Use of social media and its effect on academic performance of tertiary institutions students in Ghana with a focus on Koforidua Polytechnic students, **Thiyam Satyabati Devi & Sipiwe Tevera (2012)** Use Of Social Networking Sites By The Students Of Health Science In The University Of Swaziland

Objectives

The following objectives are evolved for the purpose of the present study:

- ❖ To identify most popular SNSs among the users under study
- ❖ To identify purpose of using social networking sites
- ❖ To identify frequency of using social networking sites.
- ❖ To identify the satisfaction level of use of social networking sites.
- ❖ To know the problem being faced by the users while using social networking sites.

Methodology

A total number of 90 questionnaires were distributed among the students. They were personally requested to fill up the questionnaire and the filled-in-questionnaire was collected by the investigator from the students of Alagappa University. The investigator could collect questionnaires from only 84 out of 90 students among whom the questionnaires were distributed.

Data Analysis and Interpretation

Table.1Status wise distribution of respondents

S.No	Status	Respondents	Percentage
1	Students	41	48.80
2	Ph.D Research Scholar	22	26.20
3	M.Phil Scholar	21	25

Total	84	100
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The Table.1 furnished above gives a brief account of the basic information of the respondents covered under the study. Here it is seen that out of 84 respondents 48.80% are students, 26.20% are Ph.D Research scholar and remaining 25% are M.Phil Scholars.

Age wise distribution of respondents

S.No	Age	Respondents	Percentage
1	20-22	19	22.62
2	22-25	29	34.53
3	25-27	21	25.00
4	Above 27	15	17.85
Total		84	100

Table 4.2 presents the age wise distribution of respondents. The data shows that majority of the 29(34.53%) of respondents fall between the age group of 22-25, 21 respondents(i.e.25.00%) fall between the age group of 25-27, 19 (22.62%) of respondents fall between the age group of 20-22 whereas 15(i.e.17.85%) of respondents are the age group of above 27 used SNSs.

Table.3 Use of Social Networking Site

S.No	Variables	Respondents	Percentage
1	Face book	35	41.67
2	Twitter	14	16.67
3	You tube	28	33.33
4	Skype	7	8.33

Total	84	100
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The table.3 shows that there are different types of social networking sites, which are used by the user's community. The important social networking sites used by the youths of India are given in table 4 It was found that majority of the students i.e. 35(41.67%) use Face book. There are 28(33.33%) of students use you tube. A less number of students Twitter 14(16.67%), followed by Skype 7(8.33%). The result shows that majority of the students were using Face book on a regular basis.

Table.4 Purpose of using social networking sites

S.No	Variables	Respondents	Percentage
1	Seminar/Conferences	27	32.14
2	Updating profile Information	22	26.19
3	Sharing photos, files & music etc,	16	19.05
4	To find information	12	14.29
5	Entertainment	7	8.33
Total		84	100

The table.4 shows that majority of the students 27 (32.14%) use social networking sites to find seminar/conferences, 22 (26.19%) use these sites to updating profile information. There are 16 (19.05%) user who use these sites to share photos, files music etc, 12 (14.29%) students use these sites to find information. Each there are 7 (8.33%) of students who use these for entertainment.

Table.5 Frequency of using Social Networking Sites

S.No	Frequency	Respondents	Percentage
1	Less than 1 hour	30	35.70
2	1 to 2 hour	22	26.20
3	More than 2 hour	18	21.43
4	Weekly once	14	16.67
	Total	84	100

The table.5 shows that out of 84 students,30 (35.70%) students spend less than one hour in using social networking sites,22 (26.20%) of them spend 1-2 hours,18 (21.43%) of them spend more than 2 hours and a few students 14 (16.67%) spend weekly once in using social networking sites.

Table.6 Satisfaction level of social networking sites

S.No	Variable	Respondents	Percentage
1	Highly Satisfied	35	41.67
2	Satisfied	23	27.38
3	Partially satisfied	14	16.67
4	Not satisfied	12	14.28
	Total	84	100

Table.6 presents the satisfaction level of respondents using SNSs. Out of 84 respondents, 35 (41.67%) of respondents remarked that it is highly satisfied, 23(27.38%) respondents have mentioned as satisfied, 14 (16.67%) of respondents have remarked partially satisfied and only 12 (14.28%) of respondents mentioned that they are not satisfied while using SNSs. However, the majority of the respondents indicated that they are satisfied with SNSs.

Table.7 Problem Faced While Using Social Networking Sites

S.No	Problem	Respondents	Percentage
1	Not user friendly	7	8.33
2	Poor internet connectivity	14	16.66
3	Lack of privacy	12	14.29
4	Lack of security	11	13.10
5	Lack of time	21	25.00
6	Unwanted attention from others	19	22.62
Total		84	100

The table.7 depicts the various problem faced by the respondents in using SNSs. The majority of the respondents 21 (25.00%) expressed poor internet connectivity, 19 (22.62%) respondents feel that unwanted attention from others. There are 14(16.66%) respondents that they are not facing any problem while using SNSs expect Lack of Time, 12 respondents (14.29%) feel that it is lack of privacy and 11 respondents (13.10%) feel that lack of security, only 7 (8.33%) of respondents said that SNSs are not user friendly.

Conclusion

Social Media is now a day's most important information device to the word for the purpose of information sharing. Social networking sites appear to be positively and significantly associated with knowledge sharing intention. Online social networks are increasingly being recognized as an important source of information dissemination. Social media can help industries, institutions etc. Education oriented helps to the social media to self learning, doubt clear, online chatting and online counseling etc, at the same time connect to thorough out the world. In the Alagappa University majority of students to use the social

networking sites for the purpose of to find out the seminar, conference programs and majority of students to use face book and majority of students are fully satisfied. Now a day's all information can easily be accessed in our hand.

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