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## ***Social Media: Usage Perception by JNTUA College of Engineering Students***

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### **Abstract**

The present study explores the engineering student's perception on usage of social media. The study adopted a survey design and data were collected from the respondents using a questionnaire. The population of the study are final year engineering students of JNTUCE Pulivendala , YSR Kadapa district in Andhra Pradesh. The results revealed that most of the respondents came to know to use the social media through their friends. Majority of the respondents 40 (40.40%) are opined that they partially reliable of Social media content.

**Keywords:** Social Media, Engineering students; User survey, Facebook, Twitter etc.

### **Introduction**

Social media is the collective of online communication channels dedicated to community based input, interaction, content sharing and collaboration. As a functional definition, social media refers to the interaction of people and also to creating, sharing, exchanging and commenting contents in virtual communities and networks. Social media refers to a combination of three elements: content, user communities and Web 2.0 technologies. The emergence of the social media phenomenon has been one of the most remarkable developments in the Internet

world during the last few years. Communities formed around Facebook, MySpace, Reunion and their less known counterparts like Orkut, hi5, Bebo or IRC Gallery gather tens of millions of users on a daily basis. YouTube offer means for basically anyone to publish their amusing videos or critical views on societal problems. Wikipedia has all but made traditional encyclopedias obsolete. Also mobile and ubiquitous location aware social media applications like Twitter and Jaiku are gaining ground, and are becoming part of everyday communication.

Collaborative social media services are widely utilised in societal activities, companies, local environment and private life. This creates increasing transparency in all the spheres of society. Virtual and real worlds will be more integrated into a ubiquitous, communicative media supporting participation and new forms of work and co-creation. Social media creates new business models as well as changes traditional ways of doing business by enabling customers to be involved more and more in company processes. At present, the most important driver for social media is the wide availability of free and easy to use services applications, and the basic human need for creating and maintaining contacts with other people. These tools contribute to the so-called network effect, which means that new ideas spread very quickly.

### **Review of Literature**

Ahlqvist, T., Bäck, A., Halonen, M., Heinonen, S. (2008)<sup>14</sup> in their book titled 'Social media Roadmaps' explored the Collaborative social media services are

widely utilised in societal activities, companies, local environment and private life. This creates increasing transparency in all the spheres of society. Virtual and real worlds will be more integrated into a ubiquitous, communicative media supporting participation and new forms of work and co-creation. Social media creates new business models as well as changes traditional ways of doing business by enabling customers to be involved more and more in company processes.

Zakaria, Watson, and Edwards (2010)<sup>2</sup> 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. Kumar, Anil and Kumar, Rajendra (2013)<sup>3</sup> study reveals the results indicates that 73.33% of the respondents using mobile phones to connect the SNS, and 50% of the respondents satisfies using SNS. It was found that majority of the respondents to be aware and making use of such applications in their research work. The study also reveals that Facebook is the most popular SNSs among the all categories of students and research scholars.

Sei-Chang Joanna and Kyung- Sunkin(2013)<sup>4</sup> observed their study on International students' everyday life information seeking: The informational value of social networking sites and observed results were 97% of surveyed students used social networking for information seeking. Top daily life information needs were finance, health, and home country news. Extroverts and

undergraduates used social networking more frequently. Frequent users were more likely to rate acquired information as useful.

Greg, Chika and Edogor (2013)<sup>5</sup> study has been found out that one of the students reasons for using the social media is watching movies, this was seen as greater respondents (264) agreed and strongly agreed with the statement, „Nigerian students use social media to watch movies (films). Also, it was found out that students use the social media to expose themselves to pornographies, this was shown as greater respondents (221) agreed and strongly agreed with the statement, „the students use social media to expose themselves to pornography.“ This finding is similar to what Ahmad (2011:39) found out and reported that, “pornography... is very much available and rampant on the YouTube site.”

Westerman, D et al (2014)<sup>6</sup> have studied the Social Media as Information Source: Recency of Updates and Credibility of Information in their study Examines hoe pieces of information available in social media impact perceptions of source credibility. Specially participants in the study were asked to observe 1 of 3 mock pages twitter.com pages that varied the recency with which tweets were posted and then to report on their perceived source credibility of the page owner

Kim and Sim (2015)<sup>7</sup> studied how under graduate students use social media for information seeking purpose. The data was collected using a web survey questionnaire. Social networking sites and blogs are used by female respondents

frequently. The study concludes that there is a significant effect of sex when problem solving taking in to account.

Asogwa , C et al (2015)<sup>8</sup> study assessed the use of Social Networking Sites and Academic Performance among Students of Tertiary Institutions in Kogi State. The study found that majority (94.1%) of the respondents search for academic information on SNS. The study concludes that the use of social networking sites is, and will continue to remain popular with the digital and virtual generations, SNSs can be a useful instrument in improving academic performance of students of tertiary institutions in Kogi state.

### **Objectives of the Study**

The major objectives of the study are:

- ✚ To know the devices used by the engineering students to connect social media,
- ✚ to obtain their views on how they come to know to join in the Social network sites,
- ✚ to examine the disadvantages in using the social media,
- ✚ To get the opinion on the reliability of information in the social media.

### **Research Methodology**

Survey research was used to get the required primary data for this exploratory study. For this purpose a questionnaire was used.

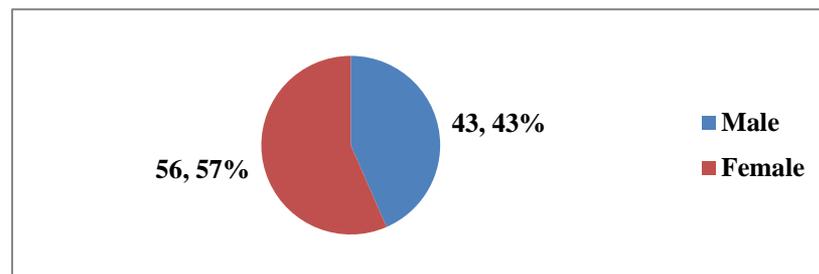
### **Population& Sample**

The population of the present study are Final year Under Graduate Engineering students of JNTUA College of Engineering, Pulivendula.YSR Kadapa district. The investigator used convenience sample for this study. Investigator personally distributed a sample of 100 questionnaires to the students who visited the library, and received responses from 99 only. The response rate is 99%. Descriptive analysis, frequency tables and charts were used for data analysis and presentation.

## Data Analysis

**Fig-1**

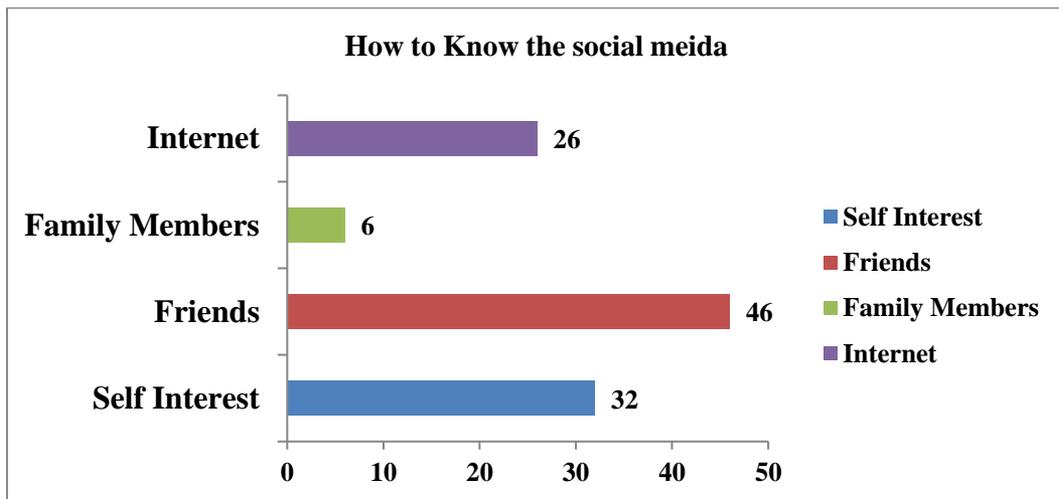
### Gender wise distribution of Respondents



The figure-1 shows the gender wise distribution of respondents. It is cleared that majority of the respondents 56(57%) are female, and 43(43%) are male respondents participated in this study.

**Fig-2**

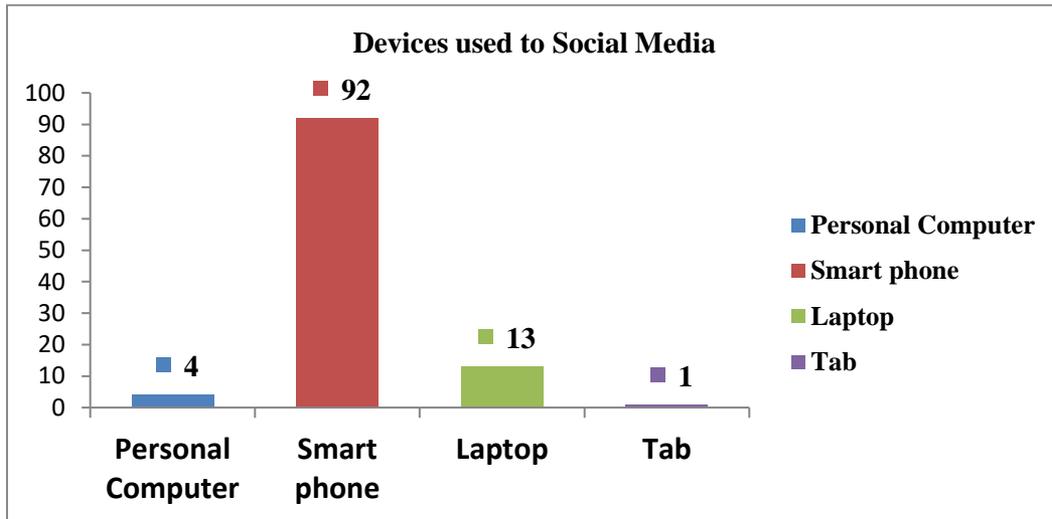
**Social Media awareness**



The figure-2 explains the data relating to the awareness of engineering students about the social media. It is very clearly stated that majority of the respondents 46 (46.46%) opined that through the friends they aware of social media, followed by self-interest 32 (32.32%), through internet 26(26.26%) and family members 6 (6.06%). Friends are the most influenced persons for using the social media.

**Fig-3**

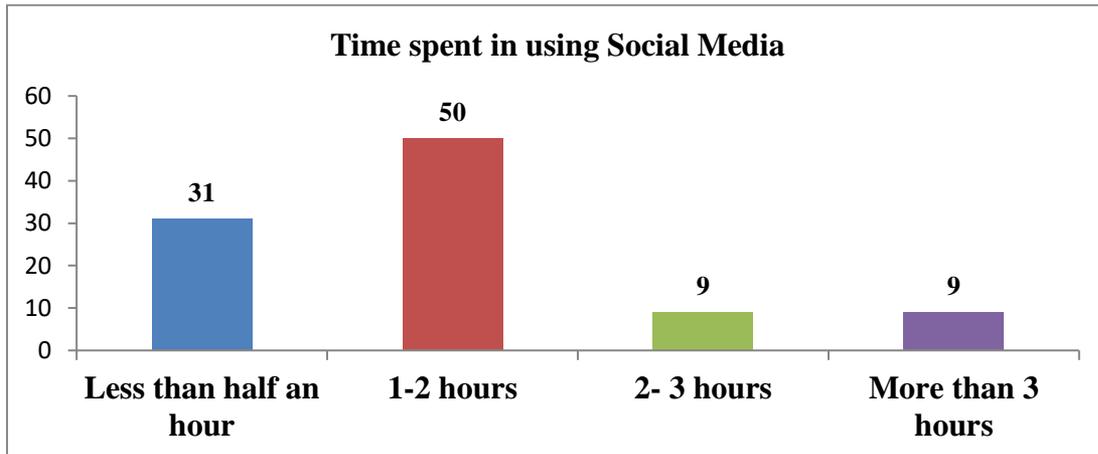
**Devices used to connect Social Media**



Social media can be accessed by using various electronic devices. The investigator tried to know which devices are popularly used by the respondents for accessing social media. The results indicate that majority of the respondents 92 (92.92%) using Smart phones, followed by laptop 13 (13.13%), personal computer 4 (4.04%). Tablets only 1(1.01%).

**Fig-4**

**Frequency of Social Media use in a Day**



The above data depicts that the time spent by the respondents in using social media in a day. It is very interesting that 50 (50.5%) of the sample admitted that they spent 1-2 hours per day checking social media sites, followed by 31 (31.31%) spent less than half an hour, 9 each(9.09%) spent 2- 3-hours and more than 3 hours.

**Opinion on disadvantages for students using the social media**

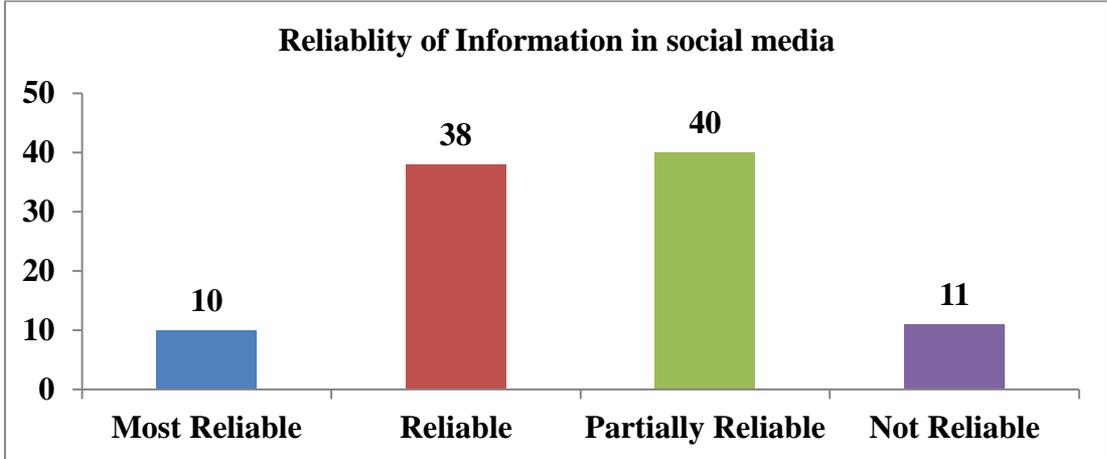
**Table-1**

S.No	Disadvantages	Agree	Disagree
01	Effect on study time	80(80.80%)	19(19.2%)
02	Sedentary life style	56(56.56%)	43(43.43%)
03	Cyber bullying	59(59.59%)	40(40.40%)
04	Conveys inauthentic expression of feelings	62(62.62%)	37(37.37%)

Table-1 reports that the disadvantages of using social media. Majority of the respondents 80(80.80%) agrees social media affect their study time, followed by 62 (62.62%) it made them to convey inauthentic expression of feeling. 40 (40.40%) disagree the assumption of ‘social media making cyber bullying’ on them.

**Reliability of Information in Social Media**

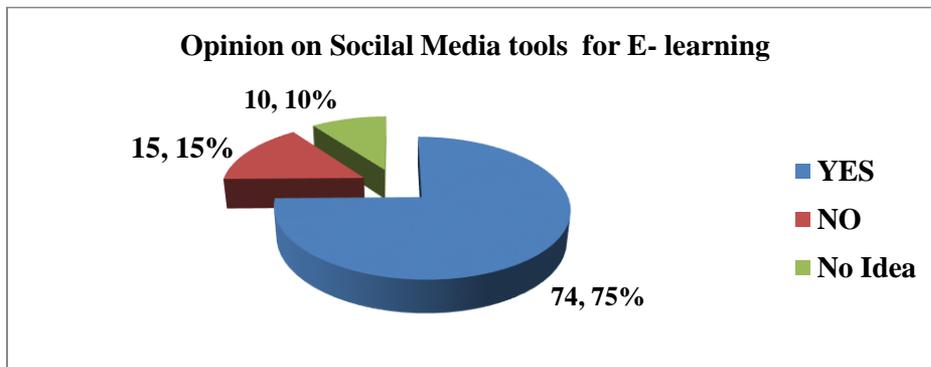
**Fig-5**



The above fig-5 depicts the data relating to the reliability of information in social media. Majority of the respondents 40 (40.40%) are opined that they partially reliable, followed by 38 (38.38%) opined that they reliable sharing information through social media. 11 (11.11%) opined they did not reliable information in social media.

**Fig-6**

## Social media Tools useful for E- learning



The fig-6 demonstrates the perceptions of the respondents on social media tools enhance their e-learning. It is clear that majority 74 (74.74%) of the respondents responded positively, followed by 15 (15.15%) are not satisfied with the information in social media. 10 (10.10%) responded they have no idea of this.

## Findings

The present study is an exploration of the perceptions of engineering students of JNTUACE Pulivendula (A) social media usage. The important findings of the present study are:

- ✚ Mostly friends create awareness to the respondents of this study in using the social media, therefore friends are the most influenced persons for using the social media.
- ✚ Smart phone is the favored device among the respondents for accessing social media, because of its compact, easy to carry and light weight compare to other gadgets like Tabs, Laptops, PCs.

- ✚ The finding relating to the time spent by the respondents in using Social media that they spent one hour to 2 hours per day to check social media sites.
- ✚ Majority of the respondents 40 (40.40%) are opined that they partially reliable of Social media content.
- ✚ The respondents feel social media tools enhance their e- learning. From the data it is clear that 74 (74.74%) are responded positively,

The findings of this study suggest that students should learn to evaluate sources reliability based on whether they're named, independent and well-informed or authoritative.

**Conclusion:** The development of digital technologies for content creation and sharing, together with web technologies and applications that let people easily participate on the internet are the third corner stone, and we call it Web 2.0. Sometimes, this term is used to refer to the whole phenomenon of social media, but here we use it to summarize the technical aspect, without the technology, people and content could not meet to the same extent. In other side social media is, and will continue to be, harmful, unless something is done about it. The power it has over people is dangerous and often goes unnoticed. People should care because if not addressed, or taken care, of social media could cause national and international problems. Social media stunts interpersonal growth and increases narcissism in many internet users.

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