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**Use of social networking sites among students of University of Balochistan, Quetta,
Balochistan (Pakistan)**

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Abstract:

The current study was designed to find out the use of social networking sites among students of the University of Balochistan Quetta. In the light of today's modern and digital era of social media /social networking sites every individual is well aware of these changes as well as future changes. The present study has several research objectives that have been tested to see how university students are taking social networking sites. The prime objectives of the study are to find out the perception of SNS among the University of Balochistan (UoB) students, to identify the purpose of usage, to determine the frequency of usage and to disclose the issues associated with SNS usage among the university students. The descriptive survey method has been used to collect useful data from the selected population. The semi-structured questionnaires were distributed among the students of the University of Balochistan Quetta. The 250 copies of questionnaires were distributed and 205 were returned with full responses that were 82%. Majority of them were male. The result of the study revealed that the majority of them use social media. The respondents were well aware of social media and they used social media for academic purposes. The majority of the respondents used social media for instant messaging and email. The study revealed that all the respondents were facing too many problems while using

social media. The present study was suggested that the university authority should bound the study to use social media for only academic purposes.

Keywords: social networks, Balochistan, University, Media, virtual.

Introduction:

According to Wikipedia (2019) “Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks”. Today, the world has become a global village due to technological advancement and application of its related tools, Media and channels. Communication is pivotal to interaction with another individual through Social Media to enhance mutual understanding with each other from different parts of the world. The term communication is widely accepted to exchange information, ideas, messages, and thoughts, etc. these all communication would be possible due to social networking sites (SNS). The communication tools revolutionized the world of communication. Social Media are online communication tools that enable individuals to construct contents, share ideas, thoughts, messages and related issues to those who interact with each other.(Kolan & Dzandza 2018) it can be said that today's world of communication is very much cheap and fast due to the internet and the usage of social media. Okuonghae (2018) states or added communication can be verbal or non-verbal. It's mean with the usage of social Media interaction between two or more people is easy whether they are sharing ideas or face to face online interaction. Adewoyin , Onuoha & Ikonne (2017) agreed the social networking sites bringing people on one platform to share ideas, thoughts, problems, and messages in daily life workplace. Furthermore, social media like Facebook twitter, RSS feeds and MySpace brings people in one place to interact with other people virtually with mutual understanding. Social Media is like a community where an individual or group can interact with

other like-minded people from different parts of the world wither they are known to each other or don't know each other. Zhang & Xue (2015) express social software called social networking sites or (social media sites) is utilized by all over the world to interact with other people to send a message, ideas, and share issues. Additionally, social media are widely used media of commination. Due to social media, a message can be sent within click to every part of the world and easy to access. Ghalawat, Mehla & Girdhar (2017) indicated that the invention of social media or social networks sites enables information to accessible and useful to every individual throughout the globe. Moreover, without social network usage, no one can interact within a community or beyond the community. Now a day every member of the community is a member of social networking sites wither they are students, teachers, scholars, friends, and colleagues. Social media or social sites become very much popular in the sharing of information without any trouble. SNS is very much known in all mindsets of the world communities to connect them throughout the globe. This interaction is due to social networking sites. Manjunatha (2013) describes the social networking sites attract millions of people widespread and bring them at one platform to share their ideas, problems, happiness, events, messages and many more. Moreover, social media are a collection of individuals linked together by a set of relations. These all social networking sites connected all over the world practically where some of them have well known to each other and most of them don't have an idea about each other. Address social networking sites allow people to share information, learning platform and as well a communication hub. The users of SNS include teachers, students, lawyers, doctors, engineer and even library professionals who use social Media for rendering the library services effectively. (Gómez, Roses & Farias, 2012). Additionally, social sites bringing people nearer to each other in a positive way.

The numbers of studies have been carried out to see the usage of social sites within the country and beyond the country as well as many other parts of the world. Besides these facts, it is a need for time to find out the usage of social sites among the students of Balochistan University Quetta. The University of Balochistan is the largest and oldest university in Balochistan situated in Quetta. The University of Balochistan was established in 1970. The university has eight (8) faculties and four (4) centers with more than 69 departments.

Research objectives

To find out the perception of SNS among UoB students

To identify the purpose of usage

To determine the frequency of usage

To disclose the issues associated with SNS usage

Research Methodology

The present research paper was based on a quantitative research design. The survey method was used to complete research on time with meaningful data. The semi-structured questionnaires were designed to collect data from the selected sample size. Overall 250 copies of questionnaires were distributed among the students of different departments at UoB, Quetta and 205 were returned with a proper response. The percentage ratio of responses was 82%. The collected data has been analyzed through SPSS.

Literature review

Al-Daihani (2016) studied student's adoption of twitter as an information sources: an exploratory study using the technology acceptance model. by using the Author uses a survey method to accomplish this study on time. The data has been collected from 400 social science students using six factors model.

Mohammad & Tamimi (2017) explained student's perception of using social media networking websites for educational purposes. This study based on the comparison between two Arab Universities.

Wyche & Baumer (2017) studied the imagined Facebook: an exploratory study on non-users perception of social media in rural Zambia. The exploratory method was utilized to complete this research. The authors interviewed the cell phone owner where they identified that a large number of buyers well aware of social media Facebook but they are not using Facebook. They interviewed 37 groups to understand the usage of social media. They identified through interviews most of the respondents willing to use but they are facing too many usage barriers. Finally, this study revealed that the majority of the respondents never think about the usage of Facebook.

Wang, Jackson, Gaskin & Wang (2014) investigated the effects of social networking site use of college students' friendship and well-being. The researchers used the survey method to collect data from 337 respondents. They pointed out two basic goals first is to examine the influences of using different types of SNS and secondly is to find out the mediating role of online self-disclosure and friendship. The authors have collected data from 4 years of undergraduate students. The Response ratio was 83% and the study revealed there is no relationship quality on SNS.

Neira, B., Corey, J., & Barber, B. L. (2014) disclosed the social networking site use linked to adolescent's social self-concept, self-esteem, and depressed mood. They used multidimensional measure tools on SNS using during Australia adolescents'. They used a survey method at high school throughout Western Australia with a response ratio of 55%. They draw results that SNS more negative associated with self-esteem and a higher depressed mood. They further disclosed the relationship on SNS was very complex and depress.

Lee, Chen & Chan (2017) studied social media use and university students' participation in large scale protest campaigns in the case study of the Hong Kong umbrella movement. They described the theoretical model and support generation behavior. This study based on empirical nature to fulfill the requirements. They have collected data from 795 university students to complete their research papers. They find out the potential awareness of SNS.

Wang, Wang, Wu, Xie, Wang, Zhao, & Lei (2018) studied Social networking sites addiction and adolescent depression: A moderated mediation model of rumination and self-esteem. They indicated that using SNS is a high risk and factors of depression. They find out that using SNS is a big addition and create depression. The authors have collected data from 365 Chinese adolescent's to check the depression and addition mood. This study revealed SNS using is a big addiction in the case of teenagers.

Li & Chen (2014) investigated Facebook or Renren: A comparative study of social networking site use and social capital among Chinese international students in the United States.

Kumar & Kumar (2013) studied Use of social networking sites (SNSs): A study of Maharishi Dayanand University, Rohtak, India. This research-based on the survey method to fulfill the objectives goals. The researchers have collected data from more than 100 respondents. The findings show the male ratio is larger than the female ratio. The usage ratio of Facebook is greater than twitter. They identified that Facebook was using only for entertainment purpose sharing messages and videos.

Mingle & Adams (2015) explored social media network participation and academic performance in senior high schools in Ghana. They studied the effects of social media on students' academic performance. The researchers sued mixed methods to collect data from the respondents. They draw the results after analyzed that the majority of the respondents were using WhatsApp's and Facebook. The study discovered that Facebook and WhatsApp were used for exchanging

information and making friends. They identified most of them agreed to poor spelling and negative image. The researchers agreed while using SNS the academic performance of the students went down. The analyzed data exposed students used SNS for sharing ideas, messages and shared examination Questions, etc.

Data analysis and interpretation

Gender of the Respondents

Table 1: *Frequency distribution of respondent's gender*

The table 1 shows the frequency distribution of gender where male 155 ratio is larger than the female 50.

Table.1.

Gender	Frequency	Valid Percentage
Male	155	88.7
Female	50	11.3
Total	205	100.0

Table 2: *Frequency of the Respondents*

The table shows the majority of the respondent's qualifications were MA 50(24.39%), followed by M.Sc. and D. Pharmacy were 45(21.95%) respectively. 25 (20%) were MLIS and 20(9.75%) were MCs. Rest of them were M.Phil. and MBA/MPA 10(4.87%). The table shows the frequency of the respondents Qualifications.

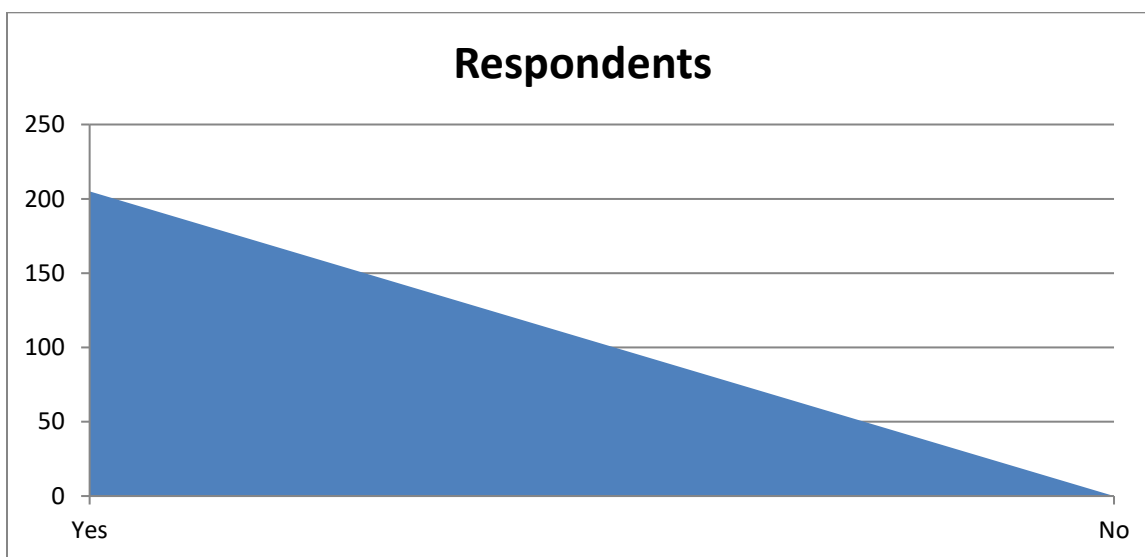
Table.2

Degree	Frequency	Valid percentage
MLISc	25	20%
M.Phil.	10	10%
M.A	50	24.39%
M.Sc.	45	21.95%
MCS	20	9.75%
D.Pharm	45	21.95%
MBA/MPA	10	4.87%
Total	205	100%

Perception about the SNS (social networking sites)

Figure.1. shows the frequency of perception about social networking sites where 200 respondents answered “Yes”.

Figure.1



Purpose of usage social networking sites

Table.3. Shows the interest of social networking sites usage among university students. The majority of them used “for academic purpose” 40(19.51%), followed by “to interact with friends”25(12.19%).some of them answered “for videos sharing” 19(9.25%). Proceeding 15(7.31%) used for “image sharing”. Further, the data indicated that 14(6.82%) used for “photo sharing” and audio sharing respectively. Followed by 13(6.34%) for sharing information, to see what’s new, for professional work, for current news, general awareness and study-related information respectively.

Table.3

<i>Information</i>	<i>Responses and Percentages</i>
To interact with friends	25 (12.19%)
For sharing information	13 (6.34%)
To see what’s new	13(6.34%)
For professional work	13(6.34%)
For current news	13(6.34%)
General awareness	13(6.34%)
Study related information	13(6.34%)
For videos sharing	19 (9.25%)
For audio sharing	14 (6.34%)
For academic purpose	40 (19.51%)
For photos sharing	14 (6.82%)
For images sharing	15 (7.31%)
Total	205(100%)

Frequency of usage of social networking sites

Table.4. shows the frequency of usage of social networking sites among university students. The majority of them used “Email” 196(19.51%), followed by “instant Messaging and Gmail”190(12.19%).some of them answered “Yahoo mail” 186(9.25%). Proceeding 178(7.31%) used for “Facebook”. Further, the data indicated that 169(6.82%) used for “YouTube” and Wikis with 165 respectively. Followed by 90(6.34%) for blogs. The respondents asked more about usage they answered LinkedIn 65(%), followed by Flickr and Delicious with 20(%) respectively. The complete table as follow for a more detail description.

Table.4

Frequency of usage	Responses	
	N	Percent
Facebook	178	10.7%
Twitter	11	.7%
YouTube	169	10.2%
Google +	15	.9%
LinkedIn	65	3.9%
Wikis	165	9.9%
Blogs	90	5.4%
Instant messaging	190	11.4%
Email	195	11.7%
Flickr	20	1.2%
Del.icio.us	20	1.2%
Yahoo mail	186	11.2%
Gmail	190	11.4%
Yahoo group	170	10.2%
Total	1664	100.0%

Time spent of social networking sites.

Table.5. shows the frequency of time spent on social networking sites among university students. Majority of them 175(11.0%) answered they spent time with instant messaging, followed by “instant Messaging and G-mail”160(10.0%).some of them answered “Yahoo mail” 150(9.4%). Proceeding 05(.3%) used for “Facebook”. Further, the data indicated that 120(7.5%) used for “YouTube” and Wikis with 5(.3%) respectively. Followed by 150(9.4%) for blogs. The respondents asked more about usage they answered LinkedIn 5(.3%), followed by Flickr and Delicious with 150(9.4%) respectively. The complete table as follow for a more detail description.

Table.5

Time spent	Responses	
	N	Percent
Facebook	5	.3%
Twitter	170	10.7%
My space	5	.3%
YouTube	120	7.5%
Google +	30	1.9%
LinkedIn	5	.3%
Wikis	5	.3%
Blogs	150	9.4%
Instant messaging	175	11.0%
Email	170	10.7%
Flickr	150	9.4%
Del.icio.us	150	9.4%
Yahoo mail	150	9.4%
Gmail	160	10.0%
Yahoo group	150	9.4%
Total	1595	100.0%

Challenges face use of social networking sites

Table.6. shows that the respondents were asked about the challenges faced during the use of SNS. The majority of respondents answered 85(17.2%) “Credibility” followed by “trust Worthy” with 80(16.2%). Furthermore, the respondents were asked about the challenges 70(14.1%) were said “coverage”. The respondents answered about challenges facing while using SNS e.g. privacy, authenticity and diversity with 50(10.1%) respectively. Followed by a security challenge with 40(8.1%). preceding 30(6.1%) misuse and 20(4.0%) with slow internet and displacement. the complete data analysis follows.

Table.6

Issues and Challenges	Responses	
	N	Percent
Credibility	85	17.2%
Trust worthiness	80	16.2%
Coverage	70	14.1%
Privacy	50	10.1%
Authenticity	50	10.1%
Security	40	8.1%
Diversity	50	10.1%
Misuse	30	6.1%
Slow internet	20	4.0%
Displacement	20	4.0%
Total	495	100.0%

Results/Major findings of the study

1. The majority of the respondents were male with 155 and female with 50.this shows that the enrollment ratio of the female is less than the male ratio in the University of Balochistan.
2. The results revealed that the majority of the respondents were MA and followed by MSC.
3. The data result shows that all the respondents were well aware of SNS.

4. The data shows that most of the students using SNS for academic Purposes and followed by to interact with their friends.
5. The data revealed that the majority of the respondents use social media for email.
6. The data results the majority of the respondents spent time on instant messaging.
7. The result shows that the majority of them facing the challenge of Credibility and followed by Trustworthiness.

Recommendations and suggestions

On the bases of the findings of this paper, several suggestions and recommendations have been presented as followed.

1. The students should be bound to use SNS only for academic purposes.
2. The higher authority should help students to solve all the related issues and challenges.
3. The social media should use only for positive purposes during the after study hours.
4. The university authority should provide proper access to the students with some rules and regulations.

Conclusion

The present study was carried out to find out the use of social media among the students of the University of Balochistan. The majority of the respondents were well aware of social media and they are using social media for different purposes. Facebook is well known as social media among university students. The majority of the students were using social media for academic purposes. The study revealed that most numbers of students use social media like Gmail frequently. The present study has identified that every university student uses social media because this study shows that university students know the popularity of social media. The present study pointed out the university students were facing many issues while using social media. Eke, Omekwu and Odoh (2014) agreed that there is a number of different ways to use

social media where the students use social media to achieve their academic goals. Finally, the university should resolve the associated issues of using social media by university students. There should be a proper policy and the university should provide a Wi-Fi system to use social media and the university should make some policies to restrict the unethical use of social media in the university premises.

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