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Social Networking Sites acts as a Platform for Sharing Knowledge and Creative Ideas: A Study of University Students in Tamil Nadu, India

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Abstract

Social networking sites, over the years have changed from few user based sites into a phenomena that has become a platform for huge number of users. However, the growth and development of social networking sites have brought great concerns on parents and educational authorities with respect to potential risks that are facing the university students as they use online social networking frequently for gathering information. The risk associated with social networking sites when used for oral communication rather than face-to-face communication results in damaging interpersonal communication among the users. Although social networking brings convenience in connecting with people far away, it causes addiction and establishes a feeling of loneliness, insensitivity and disconnection with the real world. It is significant to choose the social networking site prior creating our profile and entering personal details for the risk of privacy. Hence, the present study discusses the usage of social networking sites and its prospects and challenges for university students of Tamil Nadu. The use of social networking sites among the university students requires much attention with increasing number of students creating profile and feeding their personal information into the sites. The increasing activity on the sites by student community can negatively impact the normal activity of students' life. This can also become a hindrance to the academic development as well as social engagement of students. Therefore, there is a need to study, assess and evaluate the issues revolving the usage of social networking sites among the student community.

Keywords: Social Networking Sites (SNS), Higher Education, Knowledge Management, Students, User Study and Social Media.

1. Introduction

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.

Social Networking Sites are a sort of virtual network that has developed massively in prevalence. Through Social Networking Sites individuals can utilize network of online companions and gathering enrolments to stay in contact with current companions, reconnect with old companions or make genuine kinships through comparative intrigue or gatherings. Additionally, setting up social connections, individuals from Social Networking Sites can impart intrigue and their plans to other similarly invested individuals by joining gatherings or discussions. They can likewise take an interest in dialogs through Social Networking Sites. Individuals are refreshed in a split second about their companions and gatherings. So, Social Networking Sites are center point for correspondence, stimulation and data.

Since the most recent decade the usage of Social Networking Sites among the university students is expanding quickly all through the world and obviously Social Networking Sites have turned into a noteworthy piece of their lives. Students establish one gathering that is anxious to know the mechanical progressions and most recent patterns and they acknowledge these progressions with a receptive outlook. Contrasted with some other classification of individuals the usage of Social Networking Sites among college students is more. This is principally in light of the fact that college students are increasingly inclined to be pulled in to the new innovation and Social Networking Sites specifically. In India likewise, different investigations have recognized this wonder and thus today the usage of SNS has turned into a natural piece of students' lives in Indian culture.

Therefore, the expanding usage of social networking sites majorly affects relational connections of students. All things considered, the real subject of the present examination is focused on this measurement as it were. Social Networking Sites impact the relational connections of college students in countless ways. For instance through Social Networking Sites, clients meet other individuals and these individuals can influence the client's connections either emphatically or contrarily. A relational relationship is a moderately long haul relationship between at least two individuals. This affiliation might be founded on feelings like love and loving, normal business communications, or some other sort of social responsibilities. Relational connections occur in an extraordinary assortment of settings, for example, family, friends, marriage acquaintances, work, and neighborhoods. They might be directed by law, custom, or common understanding and are the premise of social gatherings and society in general. These effects are widespread to the point that they pulled in the consideration of social researchers around the world. However, the scope of studies led in connection to the usage of SNS among university students in Tamil Nadu is immaterial in India. Along these lines, the proposed examination makes an endeavor to fill in this gap, to some degree, by focusing on the effect of Social Networking Sites on university students in Tamil Nadu.

2. Review of Literature

Lau (2017) stated that upshot of social media use and social media performing various tasks impact the scholarly execution of university students. The exploration found that utilizing social media for scholarly reasons for existing was not an imperative indicator of educational execution as estimated by total review point normal, though utilizing social media for non-academic purposes (video gaming specifically) and social media performs multiple tasks essentially adversely anticipated academic performance.

Mahadi, Jamaludin, Johari and Fuad (2016) directed an examination on the effect of social media on Art students' frame of mind from Art and Design Faculty in University Technology Mara, Perak campus. The result uncovers that the greater part of students are progressively associated with social media and they understood the effect of social media in their day by day life and also their demeanour.

Alwagait, Shahzad and Alim (2015) inspected the effect of inordinate social media use on scholastic execution. They also decide out which social network site is the most popular and liked among Saudi students, the thing that students thought about their social media utilization and factors other than social media use which contrarily influence academic performance. The result is invertebrate that there was no direct connection between social media use in a week and GPA score. Students hued that also social media use; time the executives is an angle which influences students 'considers contrarily. The discoveries of the investigation can be utilized to propose the viable plans for enhancing the scholarly execution of the students so that equalization in the unwinding, data trade and scholastic execution can be kept up.

Cookingham and Ryan (2015) in their evaluation on the "impact of social media on the sexual and social wellness of adolescents" portrayed the job of social media in the advancement of social standards, to represent how online movement can contrarily affect youthful confidence and add to high-hazard pre-adult practices, to explain how this action can result in genuine outcomes with long lasting outcomes, and to give direction in regards to social media use for the individuals who care for young people. They detailed that health care service providers for adolescents were vital supporters of this new field of study and should set out to remain educated and to connect with this best in class age on the advantages and dangers of social media use. Social media has likewise negatively affected the social health of a significant number of its immature clients.

Kanagarathinam (2014) demonstrated that students utilized a greater amount of Facebook, Skype, WhatsApp and YouTube, anyway Google+ and LinkedIn were the minimum utilized among the respondent. Google is a generally acknowledged vehicle for looking through all or any kind of data through Internet; one can make singular gatherings for point by point discourses identifying with all fields of study. Facebook is a prevalent social networking site, and furthermore a helpful instructive device because of its structure and various employments. It furnishes clients with learning openings by method for sharing premiums, trading data, sharing thoughts and talking about points. While sites such as Facebook and Twitter draw in expansive crowds who socialize. LinkedIn and tribe.net are business situated sites that pull in expert businesspeople who share business thoughts together. The utilization of social media sites by students have both constructive and antagonistic repercussion on the lives of students showed that SNS began as a side interest for some PC proficient individuals, recently it has turned into a social standard and lifestyle for individuals from everywhere throughout the world. Besides his discoveries uncovered, that about 61% of the respondents utilized social networking sites for downloading music, posting photographs and visiting. While about, 39% utilized the systems administration for research, submitting of task and articles. The vast majority of these students concurred on the way that these sites helped them scholastically in getting instructive materials for their assignments and ventures and for research work. He further clarified that about 26% of the respondents demonstrated that they use SNSs for scholastic purposes like speaking with their lecturers and supervisors (8%), directing scholarly related exchanges (9%), and speaking with companions for scholarly interests (9%), which is not exactly the time they spend on different activities disconnected to scholastic issues.

Li and Sakamoto (2014) stated how aggregate conclusion may impact the apparent honesty and the sharing probability of wellbeing related articulations on social media. It was exposed that, when surveying the unwavering quality of an announcement, members embraced the mutual honesty rating associated with the announcement. In like manner, experimentation two demonstrated that the probability that members would share an announcement pursued the aggregate sharing opportunity associated with the announcement. These social effects were boundless, occurring for explanation suspected as questionable, true and false. This result contributed new experiences into how individuals perceive and share data on social media and in addition how aggregate conclusion may influence the nature of data on social media.

Salvation and Azharuddin (2014) opined that Social system sites (SNS) draws in impressive consideration among adolescents and youthful grown-ups who will in general associate and offer basic intrigue. The investigation was structured in approaches to break down the effect of social system sites on students' scholastic execution in Malaysia, utilizing a theoretical methodology. The investigation presumed that more students incline toward the utilization of Facebook and twitter in scholarly related exchanges in supplementing ordinary classroom instructing and learning process.

Maria F. Paramo, et al., (2014), dissected the degree to which diverse sources and subjective/emotional parts of apparent social help anticipated explicit regions of change in an example of 300 first-year Spain University students. The example achieved the Social Support Questionnaire (SSQ), the Perceived Acceptance Scale (PAS) and the Student Adaptation to College Questionnaire (SACQ). Relapse examination uncovered that apparent social help was a decent indicator of change to school. The affiliation was tough for companions bolster than family bolster once University section review point normal and gender were controlled for. The association between the quantity of accessible others when required and the fulfilment with accessible help with modification was intermediated by apparent feeling of acknowledgment.

Tayseer et al., (2014) in their examination analyzed the impact of use of social networks on students' commitment in both scholarly and social viewpoints. The examination uncovered that students utilize social networks for social purposes more than the scholastics. Students consider social media as amusement networks and it lessens pressure and influences them to disregard scholastics.

Mahat, S (2014) Lot of writing is accessible now days on the social networking sites and their effect on the youth of any country, youngsters, adolescence and families as amid the most recent 5 years, utilization of such sites has expanded among preadolescents and teenagers. Out of 75% of young people owning mobile phones, 25% use them for social media, 24% use them for texting and 54% use them for messaging. Positive out originates from these advances as employments found through LinkedIn or political activities sorted out by means of Facebook.

Geetanjali Naidu & Sunil Agrawal (2013) described that in the present situation social media turned into an exceptionally valuable apparatus in purchasing conduct basic leadership. It is impacting client/shopper in a dynamic way. Presently client/purchaser is taking help of social media with respect to buying of any item. Social media like Facebook, Twitter and Skype will assume an essential job in purchaser/client purchasing conduct basic leadership. Presently in the present situation social media like Blogs, LinkedIn, Facebook, Twitter, Skype, and so on are assuming an imperative job in decision making process of customers' buying behaviour indirectly or directly. In ongoing pattern of development in the management social media turns out to be amazing and cost free way to deal with elevate item

to customer. According to the study result India's 75% youth are utilizing social media for sharing their idea and perspectives and remark in various zone of nation.

Al-Rahmi and Othman (2013) investigated the Impact of Social Media use on Academic Performance among college students. The exploration was done so as to underline the possibilities of social media in the scholarly foundation by community learning and enhance the students' scholastic execution. The Study demonstrated that common adapting totally and broadly with intelligent with friends, intuitive with teachers and commitment which affect the students' scholastic execution.

De Andrea, Ellison, LaRose, Steinfield and Fiore (2012) gave an account of a student focused social media site intended to improve students' view of social help preceding their landing on grounds. Result demonstrated that site utilization enlarged students' discernments that they would have assorted social encouraging group of people amid their first semester at college.

Thanuskodi (2013) the present study evaluates the use of library facilities and information resources in university libraries in Tamil Nadu. A survey of 518 students from 5 universities in Tamil Nadu was conducted through a set of questionnaires. The collected data covers the use of library resources, services, (e.g. reference services, photocopying services), etc. The chapter concludes that the main intention for the use of libraries has been the academic interest of the students.

Jahan and Zabed Ahmed (2012) considered view of scholarly utilization of social networking sites (SNSs) by the students of University of Dhaka, Bangladesh. That review shows an uplifting demeanour towards scholarly utilization of SNSs by the students. In spite of the fact that there are a few contrasts as far as students' assessments on scholarly uses of SNSs, these distinctions are to a great extent because of the way that the utilization of these sites in scholastic settings is not all around characterized. The higher scholastic establishments need to devise fitting arrangements and methodologies on how they can use social networking sites to help training and learning past the classroom.

Kindi & Alhasmi (2012) lead an investigation "Use of Social networking among Shinas college of Technology students in Oman". The investigation found that the significant purposes behind incessant utilization of SNSs are discovering data and sharing news. The investigation demonstrated that absence of experience and lacking time and IT abilities are viable variables of not utilizing SNSs. At long last, the examination found that Google Groups, Facebook and Yahoo! 360 are the most well known SNSs utilized by SHCT students.

Yan Zhang (2012) investigated undergrads' utilization of social networking sites for wellbeing and health data. Thirty-eight undergrads were met. The meeting transcripts were dissected utilizing the subjective substance investigation strategy. Generally, members were incredulous about the nature of data. In light of the outcomes, a model of students' acknowledgment of social networking sites for wellness and health data was proposed and suggestions for planning social stages to all the more likely help wellbeing request were talked about Using social networking sites for wellbeing and health data is certifiably not a famous conduct among college students in this investigation.

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. Research Questions

- (RQ1): Does the dimensions viz. Interactive, Socialization, Information Sharing, Social Awareness and Facilitation have an impact on Knowledge management?
- (RQ2): Does the dimensions viz. Interactive, Socialization, Information Sharing, Social Awareness and Facilitation have an impact on SNS Threat?
- (RQ3): Does the dimensions viz. Knowledge management and SNS Threat have an impact on Students' Achievement?

5. 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. The questionnaire commenced with a brief note on the purpose of the research. All questions in the questionnaire were closed-ended questions. Also, all questions related to rating scale which comprised 5-point scale (1-Strongly Disagree and 5-Strongly Agree).

6. Data Analysis and Findings

Table 1: Gender – wise Distribution of Respondents

Particulars	Number of Respondents	Percentage (%)
Male	342	70.2
Female	145	29.8
Total	487	100.0

It can be seen from Table 1 that “Gender” obtained the following ratings: 70.2% respondents are male and 29.8% respondents are female.

Table 2: Education-wise Distributions of Respondents

Particulars	Number of Respondents	Percentage (%)
UG	193	39.6
PG	249	51.1
Others	45	9.2
Total	487	100

It can be seen from Table 2 that “Degree Pursuing” obtained the following ratings: 39.6% respondents are UG, 51.1% respondents are PG and 9.2% respondents are others.

Table 3: Time Spent for Using SNS by University Students

Particulars	Number of Respondents	Percentage (%)
Less than 30 minutes	63	12.9
30 min to 2 hrs	144	29.6
Above 2 hrs	280	57.5
Total	487	100.0

It can be seen from Table 3 that “Number of hours spent using SNS by university students” obtained the following ratings: 12.9% respondents says Less than 30 minutes, 29.6% respondents says 30 min to 2 hours and 57.5% respondents says Above 2 hrs.

Table 4: Nativity -wise distribution of Respondents

Particulars	Number of Respondents	Percentage (%)
Urban	164	33.7
Semi-urban	260	53.4
Rural	63	12.9
Total	487	100

It can be seen from Table 4 that “Location” obtained the following ratings: 33.7% respondents are in Urban, 53.4% respondents are in Semi-urban and 12.9% respondents are in Rural.

Table 5: Sharing of Learning Outcome through SNS

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	30	6.2
Disagree	28	5.7
Neutral	62	12.7
Agree	221	45.4
Strongly Agree	146	30.0
Total	487	100.0

It can be seen from Table 5 that “Sharing of learning outcome through SNS” Obtained the following ratings: 6.2% respondents rated strongly disagree, 5.7% respondents rated disagree, 12.7% respondents rated neutral, 45.4% respondents rated agree and 30% respondents rated strongly agree.

Table 6: SNS Enables Rapid Exchange of Knowledge

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	44	9.0
Disagree	73	15.0
Neutral	115	23.6
Agree	160	32.9
Strongly Agree	95	19.5
Total	487	100.0

It can be seen from Table 6 that “SNS enables rapid exchange of knowledge” Obtained the following ratings: 9% respondents rated strongly disagree, 15% respondents rated disagree, 23.6% respondents rated neutral, 32.9% respondents rated agree and 19.5% respondents rated strongly agree.

Table 7: SNS Provides Collaborative Communication Through text, Audio and Video

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	61	12.5
Disagree	12	2.5
Neutral	104	21.4
Agree	220	45.2
Strongly Agree	90	18.5
Total	487	100.0

It can be seen from Table 7 that “SNS provides collaborative communication through text, audio and video” Obtained the following ratings: 12.5% respondents rated strongly disagree, 2.5% respondents rated disagree, 21.4% respondents rated neutral, 45.2% respondents rated agree and 18.5% respondents rated strongly agree.

Table 8: SNS Acts as a Platform for Sharing Knowledge and Creative Ideas

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	108	22.2
Disagree	107	22.0
Neutral	63	12.9
Agree	165	33.9
Strongly Agree	44	9.0
Total	487	100.0

It can be seen from Table 8 that “SNS acts as a platform for sharing knowledge and creative ideas” Obtained the following ratings: 22.2% respondents rated strongly disagree, 22% respondents rated disagree, 12.9% respondents rated neutral, 33.9% respondents rated agree and 9% respondents rated strongly agree.

Table 9: SNS Helps in Promoting Social Message

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	124	25.5
Disagree	91	18.7
Neutral	64	13.1
Agree	144	29.6
Strongly Agree	64	13.1
Total	487	100.0

It can be seen from Table 9 that “SNS helps in promoting social message” Obtained the following ratings: 25.5% respondents rated strongly disagree, 18.7% respondents rated disagree, 13.1% respondents rated neutral, 29.6% respondents rated agree and 13.1% respondents rated strongly agree.

Table 10: Social and Economic Issues are actively supported through SNS

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	53	10.9
Disagree	90	18.5
Neutral	178	36.6
Agree	112	23.0
Strongly Agree	54	11.1
Total	487	100.0

It can be seen from Table 10 that “Social and economic issues are actively supported through SNS” Obtained the following ratings: 10.9% respondents rated strongly disagree, 18.5% respondents rated disagree, 36.6% respondents rated neutral, 23% respondents rated agree and 11.1% respondents rated strongly agree.

Table 11: People have used SNS to raise their voice against the bad Elements Harming people’s culture

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	107	22.0
Disagree	89	18.3
Neutral	61	12.5
Agree	172	35.3
Strongly Agree	58	11.9
Total	487	100.0

It can be seen from Table 11 that “People have used SNS to raise their voice against the bad elements harming people’s culture” Obtained the following ratings: 22% respondents rated strongly disagree, 18.3% respondents rated disagree, 12.5% respondents rated neutral, 35.3% respondents rated agree and 11.9% respondents rated strongly agree.

Table 12: Students are socially active and possess Social Consciousness through Social Networking Sites

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	39	8.0
Disagree	50	10.3
Neutral	72	14.8
Agree	201	41.3
Strongly Agree	125	25.7
Total	487	100.0

It can be seen from Table 13 that “Students are socially active and possess social consciousness through social networking sites” Obtained the following ratings: 8% respondents rated strongly disagree, 10.3% respondents rated disagree, 14.8% respondents rated neutral, 41.3% respondents rated agree and 25.7% respondents rated strongly agree.

Table 14: SNS helps in developing lot of job opportunities for students graduating from Universities

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	40	8.2
Disagree	55	11.3
Neutral	76	15.6
Agree	235	48.3
Strongly Agree	81	16.6
Total	487	100.0

It can be seen from Table 14 that “SNS helps in developing lot of job opportunities for students graduating from universities” Obtained the following ratings: 8.2% respondents rated strongly disagree, 11.3% respondents rated disagree, 15.6% respondents rated neutral, 48.3% respondents rated agree and 16.6% respondents rated strongly agree.

Table 15: Able to connect easily with friends

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	39	8.0
Disagree	47	9.7
Neutral	74	15.2
Agree	220	45.2
Strongly Agree	107	22.0
Total	487	100.0

It can be seen from Table 15 that “Able to connect easily with my friends” Obtained the following ratings: 8% respondents rated strongly disagree, 9.7% respondents rated disagree, 15.2% respondents rated neutral, 45.2% respondents rated agree and 22% respondents rated strongly agree.

Table 16: SNS is the Source of Recreation

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	32	6.6
Disagree	55	11.3
Neutral	70	14.4
Agree	221	45.4
Strongly Agree	109	22.4
Total	487	100.0

It can be seen from Table 16 that “SNS is the source of recreation” Obtained the following ratings: 6.6% respondents rated strongly disagree, 11.3% respondents rated disagree, 14.4% respondents rated neutral, 45.4% respondents rated agree and 22.4% respondents rated strongly agree.

Table 17: Social Networking Sites allow Users to Manage, Build and Represent their Social Networks

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	57	11.7
Disagree	74	15.2
Neutral	105	21.6
Agree	166	34.1
Strongly Agree	85	17.5
Total	487	100.0

It can be seen from Table 17 that “Social Networking Sites allow users to manage, build and represent their social networks” Obtained the following ratings: 11.7% respondents rated strongly disagree, 15.2% respondents rated disagree, 21.6% respondents rated neutral, 34.1% respondents rated agree and 17.5% respondents rated strongly agree.

Table 18: SNS is Safe Place for College Students to Display Personal Information

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	30	6.2
Disagree	47	9.7
Neutral	73	15.0
Agree	225	46.2

Strongly Agree	112	23.0
Total	487	100.0

It can be seen from Table 18 that “SNS is safe place for college students to display personal information” Obtained the following ratings: 6.2% respondents rated strongly disagree, 9.7% respondents rated disagree, 15% respondents rated neutral, 46.2% respondents rated agree and 23% respondents rated strongly agree.

Table 19: Students have on-Line Discussion about your Subject

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	23	4.7
Disagree	33	6.8
Neutral	72	14.8
Agree	244	50.1
Strongly Agree	115	23.6
Total	487	100.0

It can be seen from Table 19 that “Students have on-line discussion about your subject” Obtained the following ratings: 4.7% respondents rated strongly disagree, 6.8% respondents rated disagree, 14.8% respondents rated neutral, 50.1% respondents rated agree and 23.6% respondents rated strongly agree.

Table 20: SNS Promotes Learning, Exchanges Information and Extends Moral Support

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	49	10.1
Disagree	44	9.0
Neutral	51	10.5
Agree	232	47.6
Strongly Agree	111	22.8
Total	487	100.0

It can be seen from Table 20 that “SNS promotes learning, exchanges information and extends moral support” Obtained the following ratings: 10.1% respondents rated strongly disagree, 9% respondents rated disagree, 10.5% respondents rated neutral, 47.6% respondents rated agree and 22.8% respondents rated strongly agree.

Table 21: Students Uses Social Media as a Platform of Discussions for their Assignment and Other CourseWork

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	41	8.4
Disagree	46	9.4
Neutral	75	15.4
Agree	228	46.8
Strongly Agree	97	19.9
Total	487	100.0

It can be seen from Table 21 that “Students uses social media as a platform of discussions for their assignment and other course work” Obtained the following ratings: 8.4%

respondents rated strongly disagree, 9.4% respondents rated disagree, 15.4% respondents rated neutral, 46.8% respondents rated agree and 19.9% respondents rated strongly agree.

Table 22: Internet Hackers Illegally Use Personal Information of Students

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	43	8.8
Disagree	32	6.6
Neutral	64	13.1
Agree	232	47.6
Strongly Agree	116	23.8
Total	487	100.0

It can be seen from Table 22 that “Internet hackers illegally use personal information of students” obtained the following ratings: 8.8% respondents rated strongly disagree, 6.6% respondents rated disagree, 13.1% respondents rated neutral, 47.6% respondents rated agree and 23.8% respondents rated strongly agree.

Table: 23: Social Networking Site is Taking away your time

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	24	4.9
Disagree	32	6.6
Neutral	81	16.6
Agree	229	47.0
Strongly Agree	121	24.8
Total	487	100.0

It can be seen from Table 23 that “Social Networking Site is taking away your time” obtained the following ratings: 4.9% respondents rated strongly disagree, 6.6% respondents rated disagree, 16.6% respondents rated neutral, 47.0% respondents rated agree and 24.8% respondents rated strongly agree.

Table 24: Posts Made on Social Networking Site are not confidential

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	31	6.4
Disagree	51	10.5
Neutral	60	12.3
Agree	209	42.9
Strongly Agree	136	27.9
Total	487	100.0

It can be seen from Table 24 that “Posts made on Social Networking site are not confidential” obtained the following ratings: 6.4% respondents rated strongly disagree, 10.5% respondents rated disagree, 12.3% respondents rated neutral, 42.9% respondents rated agree and 27.9% respondents rated strongly agree.

Table 25: Possibility of Misusing your Account through Fake Accounts

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	28	5.7
Disagree	71	14.6

Neutral	57	11.7
Agree	207	42.5
Strongly Agree	124	25.5
Total	487	100.0

It can be seen from Table 25 that “Possibility of misusing your account through fake accounts” obtained the following ratings: 5.7% respondents rated strongly disagree, 14.6% respondents rated disagree, 11.7% respondents rated neutral, 42.5% respondents rated agree and 25.5% respondents rated strongly agree.

Table: 26: SNS Causes Addiction

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	28	5.7
Disagree	36	7.4
Neutral	64	13.1
Agree	221	45.4
Strongly Agree	138	28.3
Total	487	100.0

It can be seen from Table 26 that “SNS causes addiction” obtained the following ratings: 5.7% respondents rated strongly disagree, 7.4% respondents rated disagree, 13.1% respondents rated neutral, 45.4% respondents rated agree and 28.3% respondents rated strongly agree.

Table 27: SNS Paves Way for Improvement of Learning Outcome

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	27	5.5
Disagree	96	19.7
Neutral	203	41.7
Agree	106	21.8
Strongly Agree	55	11.3
Total	487	100.0

It can be seen from Table 27 that “SNS paves way for improvement of learning outcome” obtained the following ratings: 5.5% respondents rated strongly disagree, 19.7% respondents rated disagree, 41.7% respondents rated neutral, 21.8% respondents rated agree and 11.3% respondents rated strongly agree.

Table 28: SNS Influences your Choice of Profession in Future

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	30	6.2
Disagree	64	13.1
Neutral	198	40.7
Agree	144	29.6
Strongly Agree	51	10.5
Total	487	100.0

It can be seen from Table 28 that “SNS influences your choice of profession in future” obtained the following ratings: 6.2% respondents rated strongly disagree, 13.1% respondents rated disagree, 40.7% respondents rated neutral, 29.6% respondents rated agree and 10.5% respondents rated strongly agree.

Table 29: Usage of SNS Creates Positive Impact on your Academic Performance

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	21	4.3
Disagree	65	13.3
Neutral	146	30.0
Agree	214	43.9
Strongly Agree	41	8.4
Total	487	100.0

It can be seen from Table 29 that “Usage of SNS creates positive impact on your academic performance” obtained the following ratings: 4.3% respondents rated strongly disagree, 13.3% respondents rated disagree, 30% respondents rated neutral, 43.9% respondents rated agree and 8.4% respondents rated strongly agree.

Table 30: Usages of SNS Has Increased the Research Practices of the Eminent Scholars of the World

Particulars	Number of Respondents	Percentage (%)
Strongly Disagree	12	2.5
Disagree	25	5.1
Neutral	153	31.4
Agree	219	45.0
Strongly Agree	78	16.0
Total	487	100.0

It can be seen from Table 30 that “Usage of SNS has increased the research practices of the eminent scholars of the world” obtained the following ratings: 2.5% respondents rated strongly disagree, 15.1% respondents rated disagree, 31.4% respondents rated neutral, 45% respondents rated agree and 16% respondents rated strongly agree.

7. Suggestions

- University students should involve themselves in forming a group or community which would focus on their studies in helping them to learn and acquire new information. The students should be taught enough to limit the time spent on social networking sites.
- Parents can likewise provide guidance and screen their adolescent children to constrain the time they spent on social networking. They should rather utilize those hours to peruse other scholarly books that will enhance their insight.
- Teachers should assist the students with making significant utilization of social networking sites by joining them into their activities. 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 teachers should attempt endeavors to urge the students to invest more energy studying their books than on social networking sites.
- Students should be informed about the threats regarding getting dependent on social networking. Parents of students, teachers, management of the universities and direction advisors must urge the students to stop utilizing Social Networking Sites since it misleads the young children. It must be ensured that university students utilize Social Networking Sites appropriately for the sake of limited entertainment as well as for communicating with their families, friends and educators.
- Creators of Social Networking Sites and organizations must enhance the security and protection that they are providing for their clients to advance a sheltered situation particularly for children of adolescent age.
- Since the majority of the users do not know about the need for changing the default protection settings, it is fundamental to set the default setting as sheltered as could be expected under the circumstances. The SNS creators additionally needs to offer easy to understand rules that assist the users to change the security settings effectively.
- Utilizing SNS for self-improvement and knowledge Management of university students: Students can be encouraged to utilize SNS appropriately since it advances good communication with their teachers in regards to class work and related educational activities.
- Social Networking Sites should be utilized for self-improvement, where these sites help in upgrading individuals in their desired fields. Moreover, social sites act as a platform in enabling people to share information on topics with people having common interests.

8. Conclusion

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.

In general, Social Networking Sites are imperative instruments of correspondence, amusement and partaking in this period. Thusly there has been extensive ascent in its use particularly in the Indian Society. Actually, the youths are progressively inclined to be associated with Social Networking sites than some other group. Social Networking Sites encourage sharing of data, expanding contacts, etc. However an exceptional change has been seen relating to the use of Social Networking Sites in connection to relational connections among the university students. 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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