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Anil Kumar

*Panjab University, Chandigarh (India), anil.lis87@gmail.com*

Rajinder Kumar

*Choudhary Charan Singh Haryana Agricultural University, Hisar (India), raj.lisku@gmail.com*

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**Use of Social Networking Sites (SNSs): A study of Maharishi  
Dayanand University, Rohtak, India**

**Anil Kumar**

**Research Scholar**

Department of Library & Information Science,  
Panjab University, Chandigarh, India

**Email- [anil.lis87@gmail.com](mailto:anil.lis87@gmail.com)**

And

**Rajinder Kumar**

**Assistant Librarian**

Choudhary Charan Singh Haryana Agricultural University,  
Hisar (India)

**Email- [raj.lisku@gmail.com](mailto:raj.lisku@gmail.com)**

***ABSTRACT***

*This paper has made attempt to study the activities and reasons for using Social Networking Sites by the Post Graduate students and research scholars of Maharishi Dayanand University, Rohtak, India. A self structured questionnaire was distributed among the target population and primary data gathered through questionnaire were analysed and discussed in accordance with the objectives of the study. 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.*

**Keywords:** *Social Networking Sites, Facebook, Orkut, Twitter, Research Gate.*

## Introduction

Social networking sites are used by the hundreds of millions of people around this world. Through social networking sites in the present era younger generation comes to work with their social relationships and networks already intact. This generation are a smaller amount interested in building social relationships at work with people in the community. According to Boyd and Ellison (2007)<sup>i</sup> “Web based services that allow individuals to construct a public or semi public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within a system”. Social networking sites, allows users to create a personalised account that includes the information like; date of birth, hobbies, preferences, education status, relationships status and personal interest, etc. (Zywica and Danowski, 2008, p.2.)<sup>ii</sup>. The following chart shows the various types of SNSs<sup>iii</sup>.



Available at: <http://johnharder.com/wp-content/uploads/socialnetworking.jpg>

Social networking sites are an online platform that provides new venues to users to create a public profile and express themselves and with other users on the websites. Social networking

websites usually have a new user input a list of online people community with whom they share a connection and then allow the people on the list to confirm or deny the connection<sup>iv</sup>. It is a website that provides a place for people community to share their personal views and activities with family members, relatives, friends and colleagues or to share their interest, suggestions, and discussions in a particular topic at international online platform<sup>v</sup>.

## **Review of Literature**

**Mahajan (2009)**<sup>vi</sup> in her paper entitled ‘Use of social networking in a linguistically and culturally rich India’ explored the usage, impact and problems related to social networking sites and their impact on the social and cultural values of India. She also described the top most social networking websites of India along with their bad and good factors. **Noshia Parveen (2011)**<sup>vii</sup> in her paper entitled ‘Use of Social Networking Sites (Facebook) in making awareness among the library and information Science professionals of University libraries of U.P: A case study’ examined the effect of environment of social Networking Sites facebook in learning. The results of the study found that majority of the respondents were using Facebook followed by Twitter, Linkdeln, Orkut and Yahoo. Her study reveals that 52% of respondents were agreeing that Facebook works as a platform to avoid barriers of location and nationality. **Singh and Gill (2011)**<sup>viii</sup> in their paper entitled ‘Use of Social Networking Sites by the research scholars: A study of Guru Nanak Dev University, Amritsar’ determined the use and effectiveness of such applications and research by the research scholars. Their study reveals that majority of the respondents were found to be aware and making use of such applications in their research affairs. The findings of the study also revealed that Facebook is the most popular SNSs by the all field of research scholars. **Chakraborty (2012)**<sup>ix</sup> in her paper entitled ‘Activities and reasons for using Social Networking Sites by the research scholars in NEHU: A study on Facebook and Research Gate’ attempts to study the activity and reasons for using SNSs by the research scholars of North Eastern Hill University. The findings of the study shows that most of the researchers from social science background used SNSs for education and research point of view and scholars from pure science think that Social Networking sites has no role on research and education. **Har Singh and Anil Kumar (2013)**<sup>x</sup> in their paper entitled ‘Use of Social Networking Sites (SNSs) by the research scholars of Panjab University, Chandigarh: A study’ explored to study the activities and purposes for using SNSs by the scholars of Panjab University, Chandigarh. The findings of their study shows that majority of the respondents were found to be aware and making use of such applications in their research work. Their study also reveals that facebook is the most popular SNSs by all categories of researchers.

**Objectives:** The specific objectives of the study were

1. To find out the role of Social Networking Sites in creating awareness among the users of Maharishi Dayanand University, Rohtak;
2. To find out the most popular SNSs among the users under study;
3. To know the purpose of using Social Networking Sites by users;
4. To find out the frequency of use of Social Networking Sites;
5. To identify the satisfaction level of use of Social Networking Sites;
6. To know the problems being faced by the users while using Social Networking Sites;

### **Research Questions**

1. What is the most popular SNSs among the users of Maharishi Dayanand University, Rohtak, India?
2. What is the purpose for using SNSs by users of Maharishi Dayanand University, Rohtak, India?
3. What activity do users perform on social Networking Sites?
4. What is the frequency of using SNSs by the users?
5. What are the problems faced by the users while using Social Networking Sites?

### **Scope**

This research is confined to the Post Graduate Students, M.Phil. and Ph.D. Research scholars of Maharishi Dayanand University, Rohtak, India pursuing their masters degree and research in different field.

### **Methodology**

For the survey of the primary data questionnaire method was adopted. For that a questionnaire was prepared on the basis of the objective of the proposed study and was distributed randomly among the target population under the study. Total 170 questionnaires were distributed and 150 questionnaires were received back after filling by the users.

### **Data Analyses**

The Table 1 furnished below gives a brief account of the basic information of the respondents covered under the study. Here it is seen that out of 150 respondents 70 are PG

students, 54 M.Phil. and 26 are Ph.D. research scholars who are pursuing postgraduate and research in their respective departments.

**Table 1: Status wise distribution**

<b>Status</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
PG Students	70	46.66
M.Phil.	54	36
Ph.D.	26	17.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 2 provides the data related to discipline from where the data has been collected. Out of 150 respondents 50 respondents from each Discipline has been selected for the study.

**Table2: Discipline wise distribution**

<b>Discipline</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Arts/ Social science	50	33.33
Science	50	33.33
Humanities	50	33.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 3 shows the gender wise distribution of the respondents which shows that 87 no. (i.e. 58%) are male respondents and 63 nos. (i.e. 42%) are female respondents, who were found using SNSs .

**Table3: Gender wise distribution**

<b>Gender</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Male	87	58
Female	63	42
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 4 presents the age wise distribution of respondents. The data shows that majority of the 115 (76.67%) of respondents fall between the age group of 20-30, 27

respondents (i.e.18%) fall between the age group of 31-40, whereas 8 (i.e. 5.33%) of respondents are the age group of 41-50, who used SNSs.

**Table 4: Age wise distribution**

<b>Age</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
20-30	115	76.67
31-40	27	18
41 and above	8	5.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 5 shows the duration period, for which the respondents used SNSs. It indicates that 33 respondents (i.e. 22%) were using the SNSs from 0-1 year, 64 respondents (i.e. 42.67%) were using from 1-2 years, whereas 37 (24.67%) of respondents were using from 2-3 years and 16 (10.66%) of respondents were using more than 3 years.

**Table 5: Period of using SNSs**

<b>Experience</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
0-1 year	33	22
1-2 year	64	42.67
2-3 year	37	24.67
More than 3 year	16	10.66
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 6 presents the commonly used SNSs among the postgraduate students and research scholars at Maharishi Dayanand University, Rohtak, India. The data depicts that 139 respondents (92.66%) are using facebook, 80 respondents (i.e. 53.33%) are using Orkut, 113 respondents (i.e. 75.33%) are using Twitter and 27 respondents (i.e. 18%) are using Research Gate Social networking sites.

**Table 6: Social Networking Sites**

<b>SNSs</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Facebook	139	92.66
Orkut	80	53.33
Twitter	113	75.33
Research gate	27	18

Table 7 depicts the tools that are being used for accessing SNSs. The data shows that 80 (i.e. 53.33%) of respondents used PCs for accessing these sites, while 60 (40%) of respondents use Laptops and 110 (73.33%) of respondents use mobiles as a tool for accessing Social Networking Sites.

**Table 7: Tools wise distribution**

<b>Tools</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
PC's	80	53.33
Laptop	60	40
Mobiles	110	73.33

The respondents were asked why they used Social Networking Sites. Table 8 reveals that 127 respondents (i.e. 84.66%) used SNSs to Instant message, 123 respondents (i.e. 82%) used to meet people, 103 respondents (i.e. 68.66%) used to find information, 117 respondents (i.e. 78%) used to participating in discussion, 68 respondents (i.e. 45.33%) used to sharing information regarding seminar/ conferences, 57 respondents (i.e. 38%) used to sharing photos, 139 respondents (i.e. 92.66%) used SNSs to entertainment, 109 respondents (i.e.72.66%) used sharing videos and pictures. Only 7 respondents (i.e. 4.66%) used SNSs for other purposes like making friends.



**Table 8: Purpose of using Social Networking Sites**

<b>Purpose</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
<b>Instant message (Chat)</b>	<b>127</b>	<b>84.66</b>
<b>To meet new people</b>	<b>123</b>	<b>82</b>
<b>To find information</b>	<b>103</b>	<b>68.66</b>
<b>Sharing information</b>	<b>117</b>	<b>78</b>
<b>Participating in discussion</b>	<b>46</b>	<b>30.66</b>
<b>Sharing information regarding seminar/confetrences</b>	<b>68</b>	<b>45.33</b>
<b>Sharing photos</b>	<b>57</b>	<b>38</b>
<b>Entertainment</b>	<b>139</b>	<b>92.66</b>
<b>Sharing video and pictures</b>	<b>109</b>	<b>72.66</b>
<b>Any other</b>	<b>07</b>	<b>04.66</b>

Table 9 shows the friendship nature of the respondents of the study on Social Networking Sites. The data depicts that 16 respondents (10.66%) have less than 10 friends on SNSs, 70 respondents (i.e. 46.67%) have 10-49 friends, 50 respondents (i.e. 33.33%) have 50-100 friends and only 14 respondents (i.e. 9.33%) have more than 100 friends on Social Networking Sites. The data emphasized that SNSs can be a good platform for finding new friends.

**Table 9: Friends in SNSs**

<b>Friends</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
<b>Less than 10</b>	<b>16</b>	<b>10.67</b>
<b>10-49</b>	<b>70</b>	<b>46.67</b>
<b>50-100</b>	<b>50</b>	<b>33.33</b>
<b>101-200 and above</b>	<b>14</b>	<b>09.33</b>
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 10 shows that respondents have less difficulty while using these sites. The data shows that only 7 respondents (i.e. 4.67%) feels it is very difficult to use these sites while 9 respondents (i.e. 6%) found them moderately difficult, 31 respondents (i.e.20.67%) feels average, on the other hand 32 respondents (i.e. 21.33%) felt it is moderately easy and finally 71 (i.e.47.33%) of respondents found them very easy to use Social Networking Sites.

**Table 10: Flexibility with SNS**

<b>Flexibility</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Very difficult	7	4.67
Moderately difficult	09	06
Average	31	20.67
Moderately easy	32	21.33
Very easy	71	47.33
TOTAL	150	100

The below table (11) depicts the various problem faced by the respondents in using SNSs. The majority of the respondents (i.e. 53.33%) expressed that they are not facing any problem while using SNSs except ‘Lack of Time’ 10 respondents (6.67%) feel that it is less secure, 8 respondents (i.e. 5.33%) feel that such sites are lack of privacy, 5 respondents (i.e. 3.33%) said that SNSs are not user friendly, 40 (i.e. 26.67%) of respondents pointed out poor connectivity of internet and only 7 (i.e. 4.67%) of respondents said they have lack of technical knowledge.

**Table 11: Problems faced in using SNS**

<b>Problems</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Lack of time	80	53.33
Lack of security	10	6.67
Lack of privacy	8	5.33
Not user friendly	5	3.33
Poor internet connectivity	40	26.67
Lack of technical knowledge	7	4.67
TOTAL	150	100

Table 12 presents the satisfaction level of respondents using SNSs. Here out of 150 respondents, 30 (20%) of respondents remarked that it is highly satisfied, 75 (i.e. 50) respondents have mentioned as satisfied, 34 (i.e. 22.67%) of respondents have remarked partially satisfied and only 11(7.33%) 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 12: Satisfaction from SNSs**

<b>Satisfaction level</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Highly satisfied	30	20
Satisfied	75	50
Partially satisfied	34	22.67
Not satisfied	11	7.33
<b>TOTAL</b>	<b>150</b>	<b>100</b>

Table 13 shows the respondents' view regarding the reliability of the information available on SNSs. The majority of the respondents show that the information found on SNSs is reliable. Out of 150 respondents 30% of respondents replied that information is partially reliable and 22.67% of respondents think that information found on SNSs are not reliable.

**Table 13: Reliability of the SNSs**

<b>Reliable information</b>	<b>Responses</b>	<b>Percentage</b>
Reliable	71	47.33 %
Partially reliable	45	30 %
Not reliable	34	22.67 %
<b>TOTAL</b>	<b>150</b>	<b>100</b>

### **Major findings of the study**

- In the above conducted study it was observed that majority of the respondents from all disciplines are aware of the SNSs and have account on them;

- It was found that 87 (58%) of respondents were male respondents and 63 (42%) of respondents were female respondents.
- The study found that majority of the respondents i.e. 76.67% were between the age group of 20-30 years.
- The facebook was the most popular SNSs used by all categories of respondents followed by Twitter;
- Majority of the respondents' i.e.73.33% use Mobiles for accessing SNSs followed by PCs;
- The main purpose of using SNSs were found entertainment by 92.66% of the respondents followed by sharing videos and pictures, instant message and find information;
- Majority of the respondents (i.e. 46.67%) have between 10-49 friends followed by 33.33% of respondents who have between 50-100 friends;
- 47.33% of respondents faced very easy while using SNSs followed by 21.33% who found moderately easy;
- An important finding of this study was that the use of SNSs is time consuming;
- Majority of the respondents (i.e. 50%) were found satisfied from the use of SNSs followed by partially satisfied and highly satisfied;
- The majority of the respondents (47.33%) believed that information on SNSs is reliable followed by partially reliable and not reliable.

## **Conclusion**

The present study was focus on the use of Social Networking Sites by the Post Graduate students and research scholars at Maharishi Dayanand University, Rohtak, India. SNSs provide the various ways to the students to interact with each other. Research scholars keep themselves updated by surfing profile of each other, posting of messages, videos and photos, share professional and personal information at international online platform. In the present era, SNSs have become one of the largest online platforms in the world for sharing real time information. To implement the fourth law of Dr. S.R. Ranganathan “Save the Time of the Users” SNSs is becoming the interest area of libraries, documentation canters, information canters, for implementing new services in libraries and informing their clientele in short time period. It was noted that Maharishi Dayanand University has blocked some of the SNSs including Youtube, which provides information including online education lectures and videos. It is to high time that Maharishi Dayanand University should consider none blocked of such sites.

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