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USABILITY OF SOCIAL NETWORKING SITES AMONG STUDENTS OF PRIYADARSHINI ENGINEERING COLLEGE, VANIYAMBADI: A STUDY

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ABSTRACT

The purpose of this study was to investigate the Literacy and usage of Social Networking Sites among students of Priyadarshini Engineering College, Vaniyambadi. A Well structured questionnaire was prepared. 280 questionnaire were distributed and received back 262 from the respondents. The overall response rate 93.57% in this study. The study revealed that around 86% of the respondents were agree with information sharing is the major purpose. Half of the respondents were expressed always affecting the academic performance with accessing SNS. Around 89% of the respondents were very knowledgeable about using Whatsapp.

KEYWORDS: Social Networking Sites, Facebook, Twitter, You tube, Priyadarshini Engineering College Students.

INTRODUCTION:

In present scenario Social Networking Sites plays an important role to sharing the information through online. People use Social Networking Sites for countless activities. Social Networking Sites are profile based websites that allow users to maintain social relationships by viewing, visiting and sharing their information,

exchange photos, upload profiles, and group discussion. Lists of social connections with other members. The Social Networking sites can be used to build community-based personal websites, online discussions forums, and chat. Social Networking Sites is a part of Social Media. The use of social networking by students opens up a great opportunity for educational researchers

REVIEW OF LITERATURE

Padma and Ramasamy (2015) revealed that literacy and use of social networking sites among research scholars and post graduate students

of Madurai Kamarajar University Madurai. An awareness study. Face book plays a vital role other than social networking sites. Maximum of the respondents are ware of facebook 86.73%, and followed by twitter 33.67%, Orkut 32.65%, 47% of the students were accessing the social networking sites from internet browsing centre. 35% of the students were using the SNS once in a week. 18.09% of the respondents were used the purpose to find useful information/resources 17.02% of them for the purpose of professional activities. The study categorized the positive effects of SNS. One fourth of the respondents were access the SNS to develop read and write web skills 27. And followed by SNS to helps in preparing seminars and



assignments 18%, and to helps leaning 17%, To improves academic 18% performance also the same. One fourth of the students 27% faced access is denied a major problems while accessing SNS. 25.22% of the respondents are feel, they were not able to concentrate on their studies. Sangita Gupta and Anuradha Seth(2014) explained usage of social networking tools in Higher education with special reference to colleges of Jammu Division . More than half of the respondents are used facebook 70% and followed 26.67% of the respondents used Google plus. 73.67% of the respondents were accessing the SNS from home only. 57.66% of the respondents were used oftenly. More than half of the respondents 51.66% were used the SNS above 1 hour. 42% of the respondents were using SNS through Laptop. 69% of the respondents were using the SNS for the purpose of socializing. Only 3% of the respondents were using the social networking sites for the purpose of educational and rest of them 15.33% of the respondents were used entertainment purpose only. 31.33% of the respondents were using social networking sites communicate friends and followed 26.33% with Colleagues. 68% of the respondents were sharing the general information through SNS. 8% of them in entertainment, 6.33% of educational information. Kumar, Anil and Kumar, Rajinder, (2013) This paper attempt to study the activities and usage of Social Networking Sites by the Master students and Research Scholars of Maharishi Dayanand University, Rohtak, India. A well structured questionnaire was prepared and distributed the same for the target respondents. The study clearly stated that Facebook is the most popular Social Networking Sites among all categories of respondents. Entertainment is the main purpose among the respondents range Nine out of Ten. Dr. K.PSingh, Malkeet Singh Gill (2011) The study reveals that use of Social Networking Sites by the Research Scholars of Guru Nanak Dev University, Amritsar. The study determine the use of effectiveness in Research field by the research scholars. Facebook is the most popular Social Networking Site by all category of respondents. It observed that Research Scholars highly aware with accessing Social Networking Sites. Madhusudhan (2012), in a survey of Delhi University, noted that most of the respondents use wikis (85 per cent) as an access tool of SNSs, followed by Facebook. Only 8.75 per cent of respondents used other SNS tools, such as Hi5, Skype, Bebo, LiveJournal, Ning, and online bio-data/CV services

OBJECTIVES

- To know the awareness about SNSs
- To identify the place of using SNSs
- To calculate the time spend on SNSs
- To know the purpose of using SNSs
- To identify the problem faced by the SNSs

METHODOLOGY:

Students are access different Social Networking Sites services to share information in different ways. Therefore this study focused on Utilization of Social Networking Sites among the students of Priyadarshini Engineering College. For this study very convenient to select the Random sampling method was adopted for collecting the primary data. A sample was taken from undergraduate engineering students. A total no of 280 questionnaire were administered and personally distributed in three department and duly filled in 262 questionnaire were received back. After received that the data will be tabulated and analyzed through the statistical tool such as simple percentage and average and also the response rate is 93.57%.

DATA ANALYSIS AND INTERPRETATION

Table - 1 Respondents wise users of Social Networking Sites

Coursewise Distribution	Respondents	Percentage
CIVIL	87	33.21
EEE	95	36.26
MECHANICAL	80	30.53
Total	262	100%

Table 1 shows the subject wise distribution of respondents the Usability of Social Networking Sites by the students of Priyadarshini Engineering College. It could be noted that out of 262 respondents, 87 from department of Civil Engineering, 95 from department of Electrical and Electronic Engineering and 80 respondents from the department of Mechanical Engineering.

Table - 2 Awareness level of Social Networking Sites

SOCIAL NETWORKING SITES	Awareness level of SNS					
	Very Knowledge able about	%	Somewhat able about	%	Not Knowledge able about	%
Face book	161	61.45	82	31.3	19	7.25
Twitter	58	22.14	124	47.33	80	30.53
Whats app	232	88.55	24	9.16	6	2.29
LinkedIn	25	9.54	48	18.32	189	72.14
YouTube	166	63.36	75	28.63	21	8.01

Table 2 shows that the Knowledge level of accessing SNS. Quantum of respondents was highly knowledge with accessing Whatsapp. One tenth of the respondents were very knowledge about LinkedIn. More than 60% of the respondents were very knowledgeable about You Tube and Face book. More than 72% of respondents were not knowledgeable with accessing about LinkedIn.

Table – 3 Place of accessing Social Networking Sites

Place		No. of Respondents	Percentage	Total and Percentage
College	Always	76	29	100
	Sometimes	84	32.06	
	Rarely	102	38.93	
Library	Always	26	9.92	100
	Sometimes	94	35.88	
	Rarely	142	54.2	
Internetcafe	Always	47	17.94	100
	Sometimes	84	32.06	
	Rarely	131	50	
Home	Always	151	57.63	100
	Sometimes	74	28.24	
	Rarely	37	14.12	

Table 3 explains the place of accessing Social Networking Sites. Places categorized 4 types like College, Library, Internet café and Home. More than half of the respondents were accessing SNS always with home and very rarely with Library. One third of the respondents were using SNS rarely with college and sometimes with Library and College also. Around 10% of the respondents were using SNS always with Library.

Table – 4 Period of using Social Networking Sites

Period	No. of Respondents	Percentage
0-1 Yrs	40	15.27
1-2 Yrs	56	21.37
2-3 Yrs	104	39.69
Above 3 Yrs	62	23.66
Total	262	100

Table 4 indicates that period of using SNS. Around 40% of the respondents were accessing SNS 2-3 years. 23.66%, 21.37% of the respondents were using SNS respectively with 2-3 years and 1-2 years and around 15% of respondents with using SNS 0-1 year.

Table – 5 Time spend on Social Networking Sites

Period	No. of Respondents	Percentage
< 1 hrs	84	32.06
1-2 hrs	72	27.48
2-3 hrs	60	22.90
Above 3 hrs	46	17.56
Total	262	100

Table 5 indicates that time spend on Social Networking Sites per day by the students of Priyadarshini Engineering College. 32.06% of students were used SNS less than 1 hour per day, 27.48% of students were used 1-2 hours, 22.90% of students were used 2-3 hours and 17.56% of students were used above 3 hours per day.

Table – 6 Frequency level of using Social Networking Sites

Frequency level	No. of Respondents	Average
Daily	142	54.2
Weekly twice	50	19.08
Weekly	42	16.03
Monthly	20	7.63
Rarely	8	3.05
Total	262	100

Table 6 presents the distribution of respondents according to frequency of using SNSs. This shows that the more than half of the respondents 54.2% to access the SNSs daily followed by 19.08% who access Twice in a week. A very less number of respondents 3.05% to access the SNSs rarely. The table concluded that Maximum of the respondents to access the SNSs daily.

Table – 7 Purpose of using Social Networking Sites

Purpose	Agree	%	Neutral	%	Disagree	%
Increase self esteem	156	59.54	84	32.06	22	8.4
Academic Communication	154	58.78	76	29.01	32	12.21
Updating photos	180	68.70	48	18.32	34	13
To meet new people	170	64.88	84	32.06	8	3.05
To chat with friends	196	74.81	55	20.99	11	4.19
To chat with others	168	64.12	74	28.24	20	7.63
An effective tool for e-learning	118	45.04	102	38.93	42	16.03
Information sharing	224	85.5	28	10.69	10	3.82

Table 7 reveals that the purpose of using SNSs by the students from Priyadarshini Engineering College. The purpose have been classified into 8 categories like increase the self-esteem, Academic Communication, Update photos, To meet new people, To chat with friends and to interact with experts and so on. Quantum of the respondents 85.27% agree to sharing information through Social Networking Sites. Around 75% of the respondents were agree with to chat with friends is one of the purpose of SNS. 3.05%, 3.82%, 4.19 % of the respondents were disagreeing with the purpose of respectively to meet new people, information sharing, and to chat with friends. One fifth of the respondents were in neutral position in academic communication, to chat with friends, to chat with others.

Table – 8 Problems faced by the respondents while using Social Networking Sites

Problems	Always	%	Sometimes	%	Rarely	%
Lack of security	88	33.59	116	44.27	58	22.14
Waste of time	52	19.85	142	54.2	68	25.95
Not a user friendly	88	33.59	98	37.40	76	29
Lack of technical knowledge	65	24.81	129	49.24	68	25.95
Affecting sleep	104	39.69	112	42.75	46	17.56
Affecting the academic performance	131	50	75	28.63	56	21.37
Information theft	57	21.75	113	43.13	92	35.11

Table 8 clearly explained about the problems while accessing SNS by the respondents from Priyadarshini Engineering College, Vaniyambadi. The problem have been categorized in to seven types like Lack of security, Waste of time, Not a user friendly, Lack of technical knowledge, Affecting sleep, Affecting the academic performance and Information theft. Half of the respondents were facing affecting the academic performance with always. One third of the respondents were always facing Lack of security, not a user friendly, Affecting sleep. One fourth of the respondents were facing Waste of time, not user friendly, Lack of technical knowledge and affecting the academic performance.

FINDINGS

- Nine out of Ten respondents were very knowledgeable about using of Whatsapp and Six out of Ten respondents respectively You Tube and Face Book.
- More than half of the respondents were access the Social Networking Sites always with home
- Half of the respondents were facing affecting the academic performance with always. One third of the respondents were always facing Lack of security, not a user friendly, affecting sleep.
- Quantum of respondents 85.27% were agree with sharing information through SNSs. Around 75% of the respondents were agree with to chat with friends is one of the purpose of SNS.
- More than half of the respondents 54.2% to access the SNSs daily.
- 32.06% of students were used SNS less than 1 hour per day, 27.48% of students were used 1-2 hours

CONCLUSION

Social Networking Sites plays a vital role to share the information and knowledge in entertainment as well as Academic in persent digital era. They can easily communicate with all age group of peoples with efficiently and effective manner. This study dealt with the literacy and utilization of social networking sites among the students of Priyadarshini Engineering College, Vaniyambadi. The result found that the majority of respondents very knowledgeable about You tube, Whatsapp, and Facebook. More than half of the students were accessing the social networking sites daily. Hence undoubtedly the social networking sites are effective in day- to-day life.

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