
An Analysis on Purpose and Usage of Social Networking Sites among College Students in Coimbatore

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Abstract:

Internet has an effect on nearly every aspect of the world's higher education. The growing popularity of the sites is further influenced by the free access for whomever that desire to interact with friends and lecturers with a view to generating collective knowledge. The usage of Social Networking Sites (SNS) among the people of India is evidently increasing, particularly among the Indian college students. Structured questionnaire was used to collect data from 154 college students in Coimbatore. Descriptive Statistics and correlation was used for data analysis. The findings revealed that majority of the respondents visit SNS to message; connect with their old friends rather than academic purpose. Gender of the respondents has a positive relationship with purpose and usage of SNS.

Key Words: *Social Networking Sites, Internet, Purpose, Usage*

Introduction:

The internet has an effect on nearly every aspect of the world's higher education – research and learning- and its impact is considerably assessed as a vital means. Actually, the Internet attracts academic institutions to take into account being the basic source of information, an essential medium for academic communication, learning support systems, and a challenge to promote online learning (Naemaa and Jabr, 2011). Social network site (SNS) has become the most dynamic Web 2.0 application which enables students not only to socialize with friends but also interact with lecturers (Hamat et al., 2013). The growing popularity of the sites is further influenced by the free access for whomever that desire to interact with friends and lecturers with a view to generating collective knowledge. The usage of Social Networking Sites (SNS) among the

people of India is evidently increasing, particularly among the Indian college students (Manjunatha, 2013).

Social Media is a media that allow users to meet online via the internet, communicate in social forum like Facebook, Twitter, etc., and other chat sites, where users generally socialize by sharing news, photo or ideas and thoughts, or respond to issues and other contents with other people. Common examples of social media are the popular social networking sites like Facebook, Myspace, Youtube, Flickr, etc. Social Media is an interactive media format that allows users to interact with each other as well as send and receive content from and to each other generally by means of the Internet (Ito et al., 2008).

Today`s college students have matured by playing video games and using social networking sites. This generation students prefers to stay connected around clock with their friends and family by means of texting, instant messaging, mobile phones and facebook (Ito et al., 2008).

Table 1: TOP 15 SOCIAL NETWORKING SITES WORLD WIDE

Name of the sites	Units in million per month
Facebook	1,100,000,000
Twitter	310,000,000
Linkedin	255,000,000
Pinterest	250,000,000
Google+	120,000,000
Tumblr	110,000,000
Instagram	100,000,000
Vk	80,000,000
Flickr	65,000,000
Vine	42,000,000
Meetup	40,000,000
Tagged	38,000,000
Ask.fm	37,000,000
Meetme	15,500,000
Classmates	15,000,000

Source: eBizMBA (2016)

Review of Literature:

Salvation and Azharuddin (2014) opined that Social network sites (SNS) attracts considerable attention among teens and young adults who tend to connect and share common interest. The study was designed in ways to analyze the impact of social network sites on students` academic performance in Malaysia, using a conceptual approach. The study concluded that more

students prefer the use of facebook and twitter in academic related discussions in complementing conventional classroom teaching and learning process.

Shahzad et al., (2014) investigated the use of social media to exchange information for the purposes of learning and social activity among the university students at Saudi Arabia. The analysis revealed that there is no direct relationship between the social media usage and the academic grades unless the usage does not become excessive. Average use of social media by students exceeding 13 hours a week and 2 hours a day has negative effect on their academic grades.

Asemah et al., (2013) examined the influence of social media on the academic performance of the undergraduate students of Kogi State University. Findings showed that exposure to social media had negative effect on the academic performance of the students and facebook is the most used social media.

Sam Mozee (2012) in his study explored the possible impact of social media use on the academic performance of students. Preliminary research questions of the study were to find the usage of social media among college students, the amount of time they spend on social media sites and is there a difference in the academic performance of the students. Findings from the study confirmed the perceptions of high student usage of social media among college students.

Objectives of the Study:

1. To analyze the purpose, usage and satisfaction of social networking sites.
2. To identify the relationship between demographic profile of the college students and purpose, usage and satisfaction of social networking sites.

Limitations of the study:

- Most of the students are not ready to express their full information based on the structured questionnaire.
- The sample size was only 154, so the results of the study cannot be generalized.

Methodology:

The present study is descriptive in nature. The study was conducted for a period of 3 months (Dec 2016- Feb 2017). The study was conducted among the various college students in Coimbatore. A sample size of 154 respondents was selected using simple random sampling technique.

Tools used for analysis:

- Descriptive Statistics
- Correlation

Analysis and Interpretation:

Descriptive Statistics:

Purpose, Usage and Satisfaction of Social Networking Sites:

The following table shows the descriptive statistics of the respondents' opinion towards purpose, usage and satisfaction of using social networking sites .

Table No.2: Purpose, Usage and Satisfaction of Social Networking Sites

Variables	N	Minimum	Maximum	Mean	Std. Deviation
PURPOSE					
To meet people	154	1	5	4.07	.886
Share photo	154	1	5	4.21	.676
Instant message	154	1	5	4.64	.612
Find information	154	1	5	4.50	.629
Update profile information	154	1	5	3.93	.886
Entertainment	154	1	5	4.43	.625
Asking questions	154	1	5	3.71	.798
Expand applied knowledge	154	1	5	4.00	1.073
Student lecturer relationship	154	1	5	3.71	1.034
Academic purpose	154	1	5	4.00	1.199
Understanding	154	1	5	3.29	1.225
USAGE					
Home work information	154	1	5	3.79	.863
College information	154	1	5	3.79	.560
Idea group	154	1	5	4.14	.745
Find old friends	154	1	5	4.36	.814
Communication	154	1	5	4.07	1.036
Meet new friends	154	1	5	3.21	1.323
Study group	154	1	5	3.64	.814
Communicating with faculty members	154	1	5	3.71	.702
Communicating with friends with academic interest	154	1	4	3.43	.823
Academic discussion group	154	1	5	3.64	.720
Network for social contact	154	1	5	4.07	1.036
Sharing academic reading	154	1	5	4.07	.801
SATISFACTION					
Reliability	154	1	5	4.36	.612

Easy accessibility	154	1	5	4.21	.560
Exposure	154	1	5	4.29	.702
Rating	154	1	5	3.79	.676
Multi tasking	154	1	5	4.14	.745
Valid N (list wise)	154				

The results from the above table showed the agreeability of the purpose, usage and satisfaction towards social networking sites among the respondents. The highest mean score of 4.64 in purpose, implied that respondent’s visit social networking sites to message instantly, the highest mean score of 4.36 in usage implied that respondents use social networking sites to find their old school friends and the highest mean score of 4.36 in satisfaction implied that respondents are satisfied with reliability of social networking sites.

Correlation:

The table shows the relation between the demographic profile and purpose, usage and satisfaction of social networking sites.

Table No.3: Relationship between the demographic profile and purpose, usage and satisfaction of social networking sites

Demographic Profile		Usage	Purpose	Satisfaction
Age	Pearson Correlation	-.647**	.096	.398**
	Sig. (2-tailed)	.000	.245	.000
	N	154	154	154
Gender		.186*	.325**	-.021
	Sig. (2-tailed)	.021	.000	.795
	N	154	154	154
Residence	Pearson Correlation	-.058	.300**	.020
	Sig. (2-tailed)	.473	.000	.805
	N	154	154	154
Qualification	Pearson Correlation	-.031	.142	.524**
	Sig. (2-tailed)	.705	.086	.000

	N	154	154	154
Year of Study	Pearson Correlation	-.143	-.155	.209*
	Sig. (2-tailed)	.077	.059	.011
	N	154	154	154
Marital Status	Pearson Correlation	-.354**	-.193*	.133
	Sig. (2-tailed)	.000	.019	.107
	N	154	154	154
Family	Pearson Correlation	.021	-.397**	.281**
	Sig. (2-tailed)	.792	.000	.001
	N	154	154	154

** Correlation is significant at the 0.01 level (2-tailed) * Correlation is significant at the 0.05 level (2-tailed).

The results from the above table reveal that 'Age' of the respondents has significant positive relationship with 'Satisfaction' ($r = 0.398, p < 0.01$), and negative relationship with 'Usage' ($r = -0.64, r < 0.01$), 'Gender' has a significant positive relationship with 'Usage' and 'Purpose' ($r = 0.186, p < 0.05, r = 0.325, p < 0.01$), 'Area of Residence' has a significant positive relationship with 'Purpose' ($r = 0.3, p < 0.01$), 'Year of Study' has a positive relationship with 'Satisfaction' ($r = 0.209, p < 0.05$), 'Marital Status' has a significant negative relationship with 'Usage' and 'Purpose' ($r = -0.354, p < 0.01$), 'Size of the Family' has a negative relationship with 'Purpose' ($r = -0.39, p < 0.01$) and positive relationship with 'Satisfaction' ($r = 0.281, p < 0.01$).

FINDINGS:

- The highest mean score of 4.64 implied that respondent's purpose in social networking sites to message instantly.
- The highest mean score of 4.36 implied that respondents use social networking sites to find their old school friends.
- The highest mean score of 4.36 implied that respondents are satisfied with reliability of social networking sites.

- 'Age' of the respondents has significant positive relationship with 'Satisfaction'.
- 'Gender' has a significant positive relationship with 'Usage' and 'Purpose'.
- 'Area of Residence' has a significant positive relationship with 'Purpose'.
- 'Year of Study' has a positive relationship with 'Satisfaction'.
- 'Marital Status' has a significant negative relationship with 'Usage' and 'Purpose'.
- 'Size of the Family' has a positive relationship with 'Satisfaction'

SUGGESTIONS

- Students should use social media to improve their academic performance rather than social purpose.
- Students should ignore unwanted attention and messages from unknown persons.
- Education institutions should create more 'Educational based Social Networking Sites' to help students.
- Students should be taught proper time management to enhance their better academic performance through Social Networking Sites.

CONCLUSION AND SCOPE FOR FURTHER STUDY:

Social network sites have attracted millions of users due to affordance and reach. The social networking sites such as 'Facebook', 'Twitter', 'Youtube' is most widely used by students nowadays for instant communication. The study revealed that few respondents use social networking sites for academic purpose like initiating to online courses and building up student - lecture relationship and connecting them for e-learning. While some use it for socializing purposes, others use it for academic purposes to complement classroom teaching and learning activities. Thus SNS usage has become mandate; thus students should take measures to personally achieve the basic competences required to access SNS applications by themselves or through friends, so they can post photos or even video and audio, exchange messages, and build groups of interest or blogs. The present study revealed that students use SNS sites for instant messaging and to find old friends. One should be cautious when using new technology, students rely heavily on social networking sites thus SNS sites should take measures to safe guard their client's privacy. Educational institution should also take measures to encourage students to use SNS sites for educational purpose. Hence it is concluded that balanced and socially approved use of social networking sites is the need of hour among students. This study would lay the foundation to probe more into the influence of SNS on academic performance and how SNS can be used to

promote e-learning.

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