

The Usage and Upshots of Social Networking Sites: A Study among Students of Engineering Colleges in Kozhikode City, Kerala

V. Shilpa¹ and P. K. Sreekala²

^{1&2}Technical Officer, Centre for Water Resources Development & Management, Kozhikode, Kerala, India
E-Mail: sreesudeepk@gmail.com

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Abstract - Social Networking Sites (SNS) which is a popular mode of communication in present era is one of the well flourished tools of web 2.0 technology. It offers a varied spectrum of resources and services to the user community like messaging, blogging, sharing pictures, videos, events, interests with people in their network anywhere in the globe. It has a phenomenal influence in the political, economic, and educational domains of our social life. It has bought an evident makeover in the attitude, personality and academic performance of students who are the most ardent users of Social media. The main objective of this study is to examine the various aspects of usage of SNS like purpose and frequency, impact on academics, satisfaction level etc. Among engineering college students in the city of Kozhikode, Kerala. Structured questionnaires were used to collect data from a representative sample. The study unveils that majority of students uses SNS as an interactive platform for friendly communication and academic usage is comparatively less. Awareness need to be raised for the intelligent usage of social media by educating students about the applications, benefits, and risks related with social networking sites.

Keywords: Social Networking Sites, Academics, Social Media, Technology, Information Communication Technology

I. INTRODUCTION

In the present Information technology surcharged environment, communication trends of the society have witnessed a paradigm shift. We have seen the transition from print to electronic and then to digital communication with the advent of various Internet tools and services. McQuail differentiates the social media from the conventional mass media that “traditional mass communication was essentially one-directional, while the new forms of communication are essentially interactive”. Social Networking Sites which is a popular mode of communication in present era is one of the well flourished tool of web 2.0 technology.

It offers a varied spectrum of resources and services to the user community like messaging, blogging, sharing pictures, videos, events, interests with people in their network anywhere in the globe. It has a phenomenal influence in the political, economic and educational domains of our social life. It has bought an evident makeover in the attitude, personality and academic performance of students who are the most ardent users of social media. What marks off social media from other typical communication platforms is its interactive nature which allows the user to engage in it irrespective of the geographical boundaries.

India is the second largest online market behind China with the second largest number of internet users in the world with more than 260 million active social media users. The availability of smartphones in cheaper rates and attractive offers provided by the telecom service providers caused the hype in internet users said the joint report by Internet and Mobile Association of India and KANTAR-IMRB a market research, survey and business consultancy firm headquartered in Mumbai. They also identified young students as the most profuse users of internet. Social media has casted its magical spell on the young generation and to a great and the valuable face to face communication have weakened and they are curtailed to the virtual world. This study is done among the main target group of social media, the young students to know exactly what are the perceptions and pitfalls regarding social media persisting among the student community.

II. REVIEW OF LITERATURE

Esther and Verma (2016) have studied on the Use of Social Networking Sites by Faculty Members and Students of NIT, Mizoram. The study revealed that most of them were aware with the use of SNSs and they are using it for sharing information and Communication. It also found that Poor internet facility, lack of time, lack of privacy, not allowed in departments and lack of technical knowledge are the main problems faced by the respondents.

Roy, Himanshu and Sarkar, Sangita (2017) studied about the usage of Social networking sites among the students of north Bengal University of west Bengal. The study revealed that majority students are using their smartphones, tabs etc. for accessing SNS mainly like Facebook, Twitter, LinkedIn, Academia.edu, Flickr, Blogs, YouTube, Myspace etc. Study also examined that Social networking accounts are used mainly for making friends and friendly communication.

Shyamla (2017) stated that privacy concerns and network issues are the major issues faced while using social media sites, in her study among the political science students of Dr. Badasaheb Ambedkar Marthwada University, Aurangabad.

According to Gupta, Sangita (2014) the education oriented usage of social networking services need to be promoted through platforms like college websites. In her study regarding the usage of social networking tools in higher

education among the colleges of Jammu & Kashmir she found that majority faculty have social media accounts which are mainly used for socialization rather than academic purposes. Study further highlighted the potential of social networking tools in teaching-learning process.

K. Haneefa and Susmitha studied about the perceptions and use of social networking sites by the students of Calicut University. The study found most of the university students use social networks for friendly communication and Facebook and Myspace are the prominently used sites by them. The study pointed out even though the students are concerned about the privacy issues majority uses their real name and photos in social media.

III. STATEMENT OF PROBLEM

In the present digital arena, social networking sites hold indispensable share of our everyday life particularly that of youngsters. This study is an attempt to unfold the usage, purpose and frequency of usage, impact and satisfaction level etc. of social networking sites among the engineering college of Kozhikode city.

IV. OBJECTIVES OF THE STUDY

1. Frequency and purpose of usage
2. To find out the most popular SNSs used among the users
3. To assess the Impact of social media in academic purpose
4. To know the problems being faced by the users while using Social Networking Sites

V. SCOPE AND LIMITATION

The scope as well as limitation of the present study is confined to the final year B-Tech students of engineering colleges in Kozhikode city. Although eight engineering colleges affiliated to Kerala technical university are there in the district, inside Kozhikode city there is only one engineering college, which is a reputed government institution is taken for the present study. Because of shortage in time only the regular final year B-Tech students of five different engineering branches namely Applied Electronics and Instrumentation, Civil Engineering, chemical Engineering, Electronics and Communication ,Mechanical Engineering are chosen randomly for the sample.

VI. METHODOLOGY

The present study is survey based. A well-structured questionnaire was designed for data collection. About 150 questionnaire was distributed, 30 in each of the five engineering branches and received back 150 questionnaire itself. The population was divided into 2 categories, Male and Female on the basis of gender. From each category 15 male and female respondents were chosen randomly from each of the five engineering branches. Percentage method is adopted for data analysis.

VII. DATA ANALYSIS AND INTERPRETATION

The following tables and figures show the responses of participants in relation with the problem studied.

TABLE I DISTRIBUTION OF RESPONDENTS BY GENDER

Gender	No. of Respondents	Percentage
Male	75	50
Female	75	50
total	150	100

Data in Table I indicates the gender distribution of respondents. It could be noted that out of the total 150 respondents, 50 % belong to the male group and another 50%are female students.

TABLE II COMMONLY USED SOCIAL NETWORKING SITE

Social networking sites	No. of respondents	Percentage(%)
Facebook	150	100
YouTube	142	94.6
Twitter	136	90.6
Instagram	140	93.3
Google plus	126	84
Whats app	150	100
Others	87	58

Different types of social networking sites are used by the student community. Important social networking sites used by the students are given in Table II. It was found that everyone (100%) of the students uses Facebook and Whatsapp. Majority of the students use YouTube (94.6%) and Instagram (93.3%). A good number of students use Twitter (90.6%) and Google plus (84%).A few (58%) mentioned the use of other social networking sites.

TABLE III TIME SPENT ON SNS

Time spent on SNS	No. of respondents	Percentage(%)
Less than 1 hour	33	22
1-2 hour	63	42
2-4 Hour	27	18
More than 4 hour	16	10.6
Always online	11	7.3

Table III shows the time spent by students on various social networking sites vary from each other. The impact of these sites can be understood by the number of hours spent on these sites. As per the table majority (42%) of the Students spent less than 2 hours on social networking sites. A moderate number (22%) of the students spent less than 1 hour in social networking sites. A few students (18%) spent 2-4 hours and more than 4hours are spent by 10.6% of students. A small number of students (7.3%) responded always online.

TABLE IV MAIN PURPOSE IN USING SNS

Purpose	No. of respondents	Percentage(%)
Making friends	59	39.3
Sharing photo, video	24	16
To publish writings and ideas	16	10.6
Academic purpose	9	6
Entertainment	14	9.3
To discuss social issues	11	7.3
time pass	18	12

Social networking sites have a wide range of purposes and student community are the main beneficiaries of it. Table IV shows the main purpose of using social networking sites is for making friends (39.3%). A fair number of students (16%) uses social media for sharing photos and videos and for publishing their ideas (10.6%). A few (9.3%) uses social media for entertainment purpose and a least number (7.3%) for discussing social issues. Some students (12%) use social media for time pass. From the table it's clear that very less number (6%) of students use social media for academic purpose.

TABLE V PROBLEMS FACED WHILE USING SNS

Problems	No. of respondents	Percentage (%)
Lack of security and privacy	48	32
Lack of time	19	12.6
Lack of full-fledged Internet facility	36	24
Not very much useful for academic purpose	7	4.6
Lack of technical knowledge	2	1.3

No matter social media plays a pivotal role in our public sphere it have certain drawbacks also. In table V students were asked to share the problems faced in using social media. Majority (32%) of the students expressed lack of privacy and inadequate security are the major concerns of them in using social media accounts. Lack of full-fledged internet facility bothers a few (24%), and lack of time is the problem faced by some students (12.6%). A few respondents (4.6%) mentioned the problem of not much useful for academic purpose. Very less (1.3%) faced the problem of lack of technical knowledge.

TABLE VI SATISFACTION LEVEL IN USING SNS

Satisfaction	No. of respondents	Percentage(%)
Satisfied	54	36
Not satisfied	29	19.3
Neutral	17	11.3

Young students are the key users of social networking sites. Table VI indicates majority (36%) of the respondents are satisfied with social media services and tools while a few

(19.3%) remain unsatisfied. A lesser number of students (11.3%) responded neutrally.

TABLE VII USAGE OF SOCIAL NETWORKING SITES FOR EDUCATIONAL PURPOSES

Opinion	No. of respondents	Percentage(%)
Yes	19	12.6
No	78	52

Majority student's view social media as a platform for socialization. From Table VII it's clear that majority of the students (52%) are not using social networking sites for any kind of educational purpose. Only a fewer number (12.6%) opts social media for educational needs.

TABLE VIII VISIT SOCIAL NETWORKING SITES

Frequency	No. of respondents	Percentage(%)
Many times a day	94	62.6
Twice a week	21	14
Once in a week	12	8
monthly	9	6
Rarely	11	7.3

Frequency of visit to social media given in Table VIII and fig 4 implies the impact of social networks among student community. Majority of students (62.6%) visits social media many times a day. A moderate number (14%) of respondents visits twice a week. A less number (8%) of student's visits once in week and another few (6%) visits monthly. A small number (7.3%) of students visits social networking sites rarely.

VIII. FINDINGS OF THE STUDY

1. Facebook and WhatsApp are clearly the predominant social networking sites among the students. YouTube, Twitter and Instagram are also prevalent among students.
2. Majority of the students spends 1-2 hours in social networking sites and they uses the social media almost every day.
3. Only a handful of Students use social networking sites for academic purposes. Majority use social media as a channel for making friends.
4. Lack of privacy and inadequate security measures are the major problems students faced in using SNS. Although inside the college campus Wi-Fi facility is provided, they face issues with network speed and connectivity. Technical knowledge and lack of time is not amajor concern of majority students while using SNS.

IX. CONCLUSION

The study clearly depicts the social media obsession of our youngsters. Social media and its ancillary services have a decisive role in the personal and social behaviour,

interactions and relationships of present day generation. Making globalization a reality, social media connects people in any corner of the world, at any time through a keypad press. Latest studies have revealed that an average internet user consumes 70 percent of their time for social media communication and entertainment. As per the Facebook, statistics, their most potential users are in India. The social media giants like Facebook, WhatsApp, Instagram, LinkedIn and so on attracts people through its ever updating features and user friendly platforms which allows people to share their photos, idea, perspectives and views to the world. Social media is undeniably one of the most incredible gifts of the technology. Features like status updates, sharing live location, live streaming are indeed useful to connect with your friends and followers in no time especially at times of emergency.

Social media have swept across the geographical boundaries and its impact on youngsters can't be easily dispelled. Persistent involvement in social networking sites adversely affects the social relationships, concentration and productivity of students to a great extent and disconnects them from real world.

Cyber bullying, hacking, sharing of false/unauthoritative information, publicizing personal details and all the related unhealthy tendencies prevailing in cyber space need to be countered by educating youngsters about the cyber laws and security measures to be adopted while handling social media accounts. This study points out need for maintaining a proper equilibrium between using Social networks for recreation and academic needs. Rather than approaching only from the entertainment point of view, students need to

be oriented towards the academic benefits of social media too.

Social media is boon or bane is still a hot topic of discussion although it purely depends upon the way of usage. It has redefined and redesigned our public spheres beyond doubt. Keeping eye on the numerous positive attributes of social media we can't neglect the present reality of our young generation, remaining glued to their smart phones round the clock in the most productive stage of their life. This study put forward the need to create awareness among the students about the wise, time bound and purposive usage of social media.

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