

# DOES FACEBOOK BRING IMPACT AND INFLUENCE UPON ACADEMIC AND RESEARCH COMMUNITY OF KIIT UNIVERSITY? A STUDY

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**ABSTRACT:** The use of Facebook has become very popular among all categories of people, more particularly among teachers, students or research scholars of different institutions all around the world. It has its impact on our day to day life to professional life. Beyond our day to day overloaded work pressure and assignment, sometimes, we like to talk and share with our friends and colleagues, and Facebook is the best platform we prefer to talk and share and stay connected with our friends and colleagues for some non-academic and academic interest in the form of scholarly communication as well. This paper attempts to discover the influence of Facebook upon the academic and research performance of faculty members of KIIT University. Basing upon the objectives of this research, a well-structured online questionnaire was prepared and mailed to 165 faculty members of five different schools carrying 33 respondents from each school, out of which, only 133 filled in questionnaires were returned to us. The received data were exported into excel sheet and processed for analysis and interpretation. Some statistical methods like mean, percentage were used for final presentation of the results. It was found that maximum number faculty members were influence by Facebook on their academic activities such as for virtual meeting with co-faculty & students.

**KEYWORDS:** Social networking, Facebook, KIIT University, Academic and research performance

## INTRODUCTION

With the advancement of Information communication Technology, Social networking sites (SNSs) have become a daily communication tool for many people. The objects of SNS technology allow individuals to connect with each other more effectively than traditional communication tools. They provide a place where users can share their opinions through a variety of actions (e.g., posting, commenting and chatting). Communication via SNS plays an essential role in an individual gaining a more comprehensive social experience: bridging gaps and bonding with friends both on- and offline. Numbers of Social networking sites has been developed and functioning to fulfill users needs, out of them Facebook is one of the most popularized one. However, we do not know how Facebook fulfill faculty members' academic needs. To fill this gap in the literature, this study aims to explore why and how the faculty members of KIIT University are using Facebook. Facebook is the most popular social networking site. By making an online survey of Faculty members of KIIT University, we endeavor to discover the relationships between motivations for using Facebook, participation in specific activities afforded by Facebook features, and frequency of Facebook use.

## GENESIS OF FACEBOOK

Facebook was created in February 2004 by Mark Zuckerberg and his friend Saver in as a School-based social network at Havard University. Both were students of that college. But it opened its site to the general public in 2006. Any individual not less than 13 years old who wish to use Facebook have to register themselves online through facebook home page and create a profile by providing own valid mobile number or e-mail address.

## KEY FEATURES OF FACEBOOK

Facebook allows its clients to maintain friend list and choose privacy settings to tailor who can see content on one's profile Facebook allows its client to upload photos/ videos and maintain photo albums that can share with their friends.

Facebook supports interactive online chat, video call, voice call and the ability to comment on your friend's profile pages, sometimes called "walls, "Like, Tag in order to keep in touch, share information among their friends. Facebook supports group pages, fan pages and business pages that let businesses use Facebook as a vehicle for social marketing and many more.

Once an individual has joined Facebook, he or she can search for anyone and view the other user's profiles. A Facebook user can also send a message to any other individual to ask if he or she agrees to be Facebook friends. Should the request be accepted, each individual would be listed as a friend on the other user's Facebook profile in the form of a hyperlink. Users can also join groups or become a fan of the pages of their favorite organization, celebrities, football clubs, or food. This allows users with common interest to get together to support the organization or the celebrity. Facebook can also serve as a source of entertainment due to the availability of games and applications. Some examples of Facebook games and applications include Tower Bloxx, Crazy Taxi, Mob Wars, Scratch and Win, My Fairyland, Facebook for iPhone, and Pet Society.

There are several ways for users to communicate with one another on Facebook. Users can send private messages to other individuals. This capability is similar to emailing, except that messages may only be sent to one recipient at a time. Messages can be sent to any user even if the sender does not know the recipient's e-mail address. Users can also make use of the Wall function. A Wall is a space on the profile, somewhat like a notice board or a public forum where users can post short messages or add photographs, music or video clips to share information. Facebook users can comment on their friends' messages, photographs and videos. A user can also use the "poke" function to indicate an intent or desire to speak to any Facebook user. Pokes appear as a notification on the recipient's login page, inviting a return poke. There is also birthday calendar where users could remind other people about someone's birthday. This reminder can be seen as a notification found on the right of the user's homepage. The events calendar provides a way for individuals to inform and invite their friends to an external event. Users are to make to the event and the calendar would remind the user when the event is coming up. The chat function allows a user to communicate real-time just like instant messenger with his or her Facebook friends. Instant messaging is a text-based communication tool that allows dyadic synchronous interaction between two individuals, although there some systems that support multiparty chat. There is also the News Feed function which gives information to the Facebook user's friends about certain Facebook activities, or gives the user information about his or her friends' activities.

### **KIIT University**

KIIT University is the youngest university of India to receive university status in the year 2004 under U/S 3 of UGC act 1956. It is situated in Bhubaneswar the capital city of Odisha. The University offers both under graduate and post graduate courses in different Discipline. It has eighteen schools separately and more than 1800 faculty, scientists and researchers working in this University.

### **LITERATURE REVIEW**

Sánchez, Cortijo, & Javed, (2014) discovered in their study that Students are influenced to adopt facebook to establish or maintain contact with other people with whom they share interests and values.

Bicen, & Uzunboylu (2013) found that teachers were able to cooperate and share information with their colleagues via facebook. In the similar vein, Hew (2011) suggested that facebook thus far has very little educational purpose, that students mainly use Facebook to keep in touch with their friends and that students tend to disclose more personal information about them on Facebook.

Grosseck, et al (2011) revealed that majority of the students spend valuable time on Facebook to keep in touch with friends and family to share, tag photo, to engage in social activism, volunteering etc and less for academic purposes, even if they take part in the discussion about their assignments, lectures, study notes of share information about research resources etc.

However, no such study on use of facebook by the faculty members of KIIT University has yet been undertaken by any research scholar. Thus, the present study becomes imminent.

## **OBJECTIVES**

- To know the awareness and use of Facebook among faculty members of KIIT University,
- To identifying the frequency of Facebook login
- To know the objectives of using Facebook and its influence over their academic and research performance,
- To identify the negative impact of Facebook on their day to day practices, and
- To elicit respondents' opinion on usefulness of Facebook and its impact on effective scholarly communication.\

## **METHODOLOGY**

A well structured online questionnaire was prepared pertaining to all aspects of Facebook and its use to distribute among the faculty members of all Schools of KIIT University. A total numbers of 165 questionnaires were distributed among the faculty members, out of which 133 questionnaires were received from the respondents. The exported data were organized in an excel sheet based on their department, designation, gender, age, year of experience etc. and some statistical methods like mean, percentage were used for final presentation of the results.

## **DATA ANALYSIS & INTERPRETATION**

### **Demographic Presentation**

Table 1 presents the distribution of respondents among 5 schools out which highest number of respondents are from School of Engineering with 47 (35.34%) followed by school of medicine with 28 (21.05%) and School of Law with 25 (18.80%) respectively, where as lowest number of respondents are from school of Biotechnology with 11 (8.27%) followed by School of management with 22 (16.54%). However, distribution of respondents in term of gender the highest number of 79 (59.40%) respondents are found to be Male respondents and remaining 54 (40.60%) are Female respondents.

In term of Female respondents the highest number of respondents are from School of Engineering 20 (15.04%) followed by school of Law 14 (10.53%) and School of Medicine (7.52%) where as lowest number of respondents are from School of Biotechnology 4 (3.01%) and School of Management 6 (4.51%) respectively.

In terms of Male respondents highest number of respondents are from School of Engineering 27 (20.30%) followed by School of Medicine 18 (13.53%) and School of Management 16 (12.03%) correspondingly, where as lowest number of respondents are from School of Biotechnology 7 (5.26%) and School of Law 11 (8.27%).

**Table 1. Demographic Presentation**

Name of the School	Demographic presentation					
	Female	Percentage (%)	Male	Percentage (%)	Total	Percentage (%)
School of Engineering	20	15.04	27	20.30	47	35.34
School of Management	6	4.51	16	12.03	22	16.54
School of Medicine	10	7.52	18	13.53	28	21.05
School of Law	14	10.53	11	8.27	25	18.80
School of Biotechnology	4	3.01	7	5.26	11	8.27
Total	54	40.60	79	59.40	133	100

**Frequency of Use**

Table 2 analyses the frequency of use of Facebook. Maximum faculty members use facebook several times a day that is 79 (59.40%) followed by once in a day 37 (27.82%) and constantly logged on 17 (12.78%). Whereas no body uses the Facebook once in a week, once in a month and occasionally, that means all are more or less active in the use of facebook.

**Table 2. Frequency of use of Facebook**

Frequency	Female (n=54)		Male (n=79)		Total (n=133)	
	Response	%	Response	%	Response	%
Constantly logged on	4	3.01	13	9.77	17	12.78
Several times a day	33	24.81	46	34.59	79	59.40
Once in a day	17	12.78	20	15.04	37	27.82
Once in a week	0	0	0	0	0	0
Once in a month	0	0	0	0	0	0
Occasionally	0	0	0	0	0	0

**Objectives of use of Facebook**

Table 3 reveals the objectives of use of Facebook where highest numbers that 100% of faculty members use facebook for Gossiping/Chatting with friends followed by contact with other faculty members with 115 (86.47%) and to know the recent seminars and conferences to be held with 111 (83.46%) faculty members respectively.

In term of female respondents highest that was 54 (40.60%) faculty members use Facebook for gossiping /chatting with friends followed by 48 (36.09%) faculty members who use it to know the recent seminars and conferences to be held and 43 (32.33%) faculty members uses facebook to contact with other faculty members and 26 (19.55%) faculties use facebook for contacting with students.

On the other hand, in term of male respondents maximum faculties use Facebook for gossiping/chatting with friends 79 (59.40%) followed by Contact with other faculty members 72 (54.14%) and posting of current issues 38 (28.57%) faculty members respectively.

**Table 3. Objectives of use of Facebook**

Objectives of use of Facebook	Female (n=54)		Male (n=79)		Total (n=133)	
	Response	%	Response	%	Response	%
Contact with other faculty members	43	32.33	72	54.14	115	86.47
Contacting with Students	26	19.55	35	26.32	61	45.86
Gossiping / Chatting with friends	54	40.60	79	59.40	133	100
Searching course materials	6	4.51	11	8.27	17	12.78
Making friends online	16	12.03	36	27.07	52	39.10
Posting on current issues	16	12.03	38	28.57	54	40.60
Publishing materials & documents	8	6.02	11	8.27	19	14.29
To know the recent seminars and conferences to be held	48	36.09	63	47.37	111	83.46

**Influence on Academic activities**

Table 4 shows the influence of facebook on academic activities among the faculty members of KIIT University. It is found that maximum number of faculty members (105 respondents; 78.95%) are influenced by Facebook on their academic activities such as for virtual meeting with co-faculty & students followed by finding resources from others was 52 (39.10%) and helps in research and learning was 51 (38.35%) respectively.

However, on the other hand of female respondents maximum 48 (36.09%) faculty members are influenced by facebook for virtual meeting with co-faculty and students followed by develop innovative skills with 19 (14.29%) and finding resources from others with 15 (11.28%) in that order . Whereas 57 (42.86%) male faculties influences by Facebook on their academic activities by virtual meeting with co-faculty & students followed by finding resources from others and helps in research and learning with 37 (27.82%) each.

**Table 4. Influence on Academic activities**

Influence on Academic activities	Female (n=54)		Male (n=79)		Total (n=133)	
	Response	%	Response	%	Response	%
Collaborative learning	6	4.51	14	10.53	20	15.04
Develop innovative skills	19	14.29	25	18.80	44	33.08
Finding resources from others	15	11.28	37	27.82	52	39.10
Helps in research and learning	14	10.53	37	27.82	51	38.35
Self assessment of views and ideas	3	2.26	11	8.27	14	10.53
Update my academic knowledge	4	3.01	11	8.27	15	11.28
Virtual meeting with co-faculty & students	48	36.09	57	42.86	105	78.95
Collaborative publication	0	0.00	0	0.00	0	0.00

## Negative impact of Facebook use

Table 5 depicts the negative impact of facebook use among the faculty members of KIIT University. It is found that there is a little bit negative impact of facebook among faculty members of KIIT University. Only 35 (26.30%) out of 133 faculty members are affected by facebook use as addiction to facebook. Whereas, 17 (12.78%) Female faculties and 18 (13.53%) male faculties are affected by facebook in terms of addiction to Facebook.

**Table 5. Negative impact of Facebook use**

Negative impact	Female (n=54)		Male (n=79)		Total (n=133)	
	Response	%	Response	%	Response	%
Addiction to Facebook	17	12.78	18	13.53	35	26.3
Affecting academic performance	0	0	0	0	0	0
Stay up and lack sleep	0	0	0	0	0	0
Unable to concentrate on study	0	0	0	0	0	0
Other problems	0	0	0	0	0	0

## CONCLUSION AND SUMMARY OF FINDINGS

- In term of demographic distribution of facebook use School of Engineering is in the top position with 47 (35.34%) followed by school of medicine with 28 (21.05%) and School of Law with 25 (18.80%) respectively.
- More number of male faculty members (79 respondents; 59.40%) use facebook compared to their female counterparts with 54 (40.60%).
- All faculty members do login to their facebook account at least once in a day. Out of which maximum 79 (59.40%) faculty members login their Facebook more than two times.
- In term of their objective is concerned for using Facebook, highest numbers that is 100% of faculty members use facebook for Gossiping/Chatting with friends followed by contact with other faculty members with 115 (86.47%) and to know the recent seminars and conferences to be held with 111 (83.46%) faculty members respectively.
- It is found that maximum number of faculty members (105 respondents;78.95%) are influenced by Facebook on their academic activities such as for virtual meeting with co-faculty & students followed by finding resources from others was 52 (39.10%) and helps in research and learning was 51 (38.35%) respectively.
- Only 26.30% of faculty members are addicted to facebook in term of negative impact over them in using facebook and rest have not reported any negative impact.

## NOTES

1. <https://www.lifewire.com/what-is-facebook-3486391>
2. <https://en.wikipedia.org/wiki/Facebook>
3. <https://kiit.ac.in>

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