**Perception towards the use of Social Networking Sites by UG and PG Students of BLDEA’s Commerce, BHS Arts, and TGP Science College, Jamkhandi: A Study**

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**Abstract:**

This study investigates the Perception of the use of Social Networking Sites by UG and PG Students of BLDEA’s Commerce, BHS Arts, and TGP Science College, Jamkhandi, Karnataka. The main purpose of the study is to find out the purpose and use of Social Networking Sites by UG and PG students. Structured questionnaires were used to collect data from a student. The result shows that WhatsApp is the most popularly used social networking site. purpose of using Social Networking Sites by students is Connecting with Professors/Teachers, entertainment, interacting with family and friends, sharing department notices, etc. Though the students indicated that lack of data security and privacy are the main barriers to using social networking sites. More number of students agreed that Social Networking Sites are useful for academic activity.

**Keywords:** Social Networking Sites (SNS), communication, UG and PG students, WhatsApp, YouTube, Jamkhandi.

1. **Introduction:**

A social networking site is an online platform where a user can create a profile and build a personal network that connects people to other people. The social networking concept has spread rapidly all over the world.  Popular social networking sites such as WhatsApp, [Facebook](https://www.techtarget.com/whatis/definition/Facebook), Twitter, Instagram, etc. enable individuals to maintain social connections, stay informed, and access, as well as share information. The main objectives of social networking sites are sharing, Learning, Interacting, and Marketing. Social Networking sites can be used for Entertainment, work-related issues, personal issues, and shared interests such as music, arts, sports, or politics(Hamade, 2013). Social networking sites offer a wide variety of resources and services such as messaging, blogging, sharing photos, audio, and videos, group discussion, and distribution of applications. especially students, are the avid users of these sites. (Haneefa K. & E., 2011).

Now days Learning has gone beyond classrooms where social learning is promoted on almost all the leading e-learning websites. Students can take classes from e-learning websites and discuss their learnings or doubts using various social media channels. For Example [NPTEL](https://onlinecourses.nptel.ac.in/noc17_cs22/preview), [YouTube](https://www.youtube.com/watch?v=TjZBTDzGeGg&list=PLUl4u3cNGP63gFHB6xb-kVBiQHYe_4hSihttps://www.youtube.com/), etc. Students can make use of live video that is a part of so many social networking sites to engage themselves in classes. Students can share study materials through social networking sites like [Facebook](https://www.facebook.com/MachineLearningAcademy/), [Instagram](https://instagram-engineering.com/tagged/python), and even WhatsApp. In this process of social learning, it becomes very important for students to stay connected to peers. Students can make friends with friends of friends and build a strong network.

1. **Literature Review:**

SNS such as Facebook, Twitter, Flickr, and WhatsApp have attracted millions of users from all around the world. Researchers and students from different fields have investigated the use of these SNS among many segments of the population, especially among the young generations such as school and university students (Hamade, 2013). Hamade made a study about the use of SNS among university students in the state of Kuwait. results showed heavy use of Twitter and Facebook among university students. (Hamade, 2013). Haneefa’s study shows that a majority of the students were aware of social networking sites and use these sites for friendly communication. they also suggest that Social networking website companies need to improve the security and privacy of their sites. This helps users use social networking sites with their real identities because more of the students use fake information because of identity theft (Haneefa K. & E., 2011). Ebiwolate’s study shows that Facebook, Google, and WhatsApp are the most popularly used SNS. These sites are used for developing Social relations, academic learning activities, sharing of information, etc. are the purpose of using social networking sites. It also revealed a positive perception of the use of social networking sites and, the positive impact of using social networking sites(Bassil Ebiwolate & Rose, 2019). Hung’s study on the Educational use of social networking technology in higher education this paper concludes that in the classes where social networking sites were used as a supplementary tool for teaching, social networking holds promise for enhancing students’ sense of classroom community(Hung & Yuen, 2010).

Ryan investigates how Facebook can aid students in their educational and cultural adaptation process when beginning a new program of study. his findings suggest three emergent themes. SNSs can aid adaptation by facilitating knowledge exchange, alleviating apprehension, enabling socialization, and building community(D. Ryan et al., 2011). Laura Gray’s study represents a distinctive contribution to a new and rapidly developing field. The paper highlights that young people are using a range of SNS, with the main motivator to interact with existing friends. Also identifying a large group of young people who perceive interacting online as different from real-life could offer new insight into delivering the intervention and e-safety messages(Gray, 2018). Mehmood’s done a study on The Effects of Social Networking Sites on the Academic Performance of Students in Nizwa, Oman. His study finds outs the usage of these web2.0 applications and their impact on linguistic and social behaviors of young learners. The study examines the effectiveness of these social tools in information sharing and awareness of student communities(Mehmood, 2013). Packiam Alloway investigates the what is the effect of social networking sites on cognitive and social skills. Also investigated the use of Facebook, Twitter, and YouTube among the young students and tested their working memory and attentional skills(Alloway & Alloway, 2012). Stephen did a study on awareness and use of SNSs among the Library professionals in the north eastern region of India. His study reveals that Non-Teaching Professionals know about Academic Social Networking Sits and Google Scholar and Academia are the most used ASNSs among LIS professionals(Stephen & Pramanathan, n.d.).

1. **Purpose of the study:**

This study aims to explore the perception and use of SNS by Under Graduation and Post-Graduation students. It aims to find out the purpose and importance of using social networking sites. And also Assess student involvement and identify the barriers while accessing the social networking sites.

1. **Objectives:**
2. To find out the use of Social Networking Sites by UG and PG Students.
3. To know the period and frequency of using Social Networking Sites by UG and PG Students.
4. To find out the tools for accessing the Social Networking Sites by UG and PG Students.
5. To determine the purpose of using Social Networking Sites by UG and PG Students.
6. To find out the what are the barriers to accessing the Social Networking Sites by UG and PG students.
7. **Methodology:**

The study employed descriptive research. The population of the study comprises all the undergraduate and Postgraduate students of BLDEA’s Commerce, HS Arts, and TGP Science college, Jamkhandi. A questionnaire titled “Perception towards the use of Social Networking Sites by UG and PG Students of BLDEA’s Commerce, HS Arts, and TGP Science college, Jamakhandi: A Study. framed questionnaire was used to collect data. The online questionnaires were used to distribute to students' contact numbers and also circulated to their WhatsApp groups to collect responses. 129 students filled out the form. The data were analyzed by using MS-Excel.

1. **Results and discussion:**
	1. **Table 1 Shows the Sector of Gender and Qualification of Respondents:**

|  |  |  |
| --- | --- | --- |
| Sector of Respondent | Public | 129(100) |
| Gender | Male | 45(34.88) |
| Female | 84(65.11) |
| Total | 129(100) |
| Qualification | Under Graduation | 78(60.46) |
| Post-Graduation | 51(39.53) |
| Total | 129(100) |

Table 1 showed that males (34.88) and females (65.11) actively participated in the study. This indicated that both males and females make use of social media networking sites. Of that 60.46 % are Undergraduate and 39.53% are Postgraduate students.

* 1. **Table 2 shows the** **most commonly used social networking sites by Under Graduate and Post Graduate students**:

|  |  |  |
| --- | --- | --- |
| **SNS** | **Yes** | No |
| Frequency | % | Frequency | % |
| WhatsApp | 129 | 100 | 0 | 0 |
| Face book | 78 | 60.46 | 51 | 39.53 |
| Instagram | 108 | 83.72 | 21 | 16.27 |
| Telegram | 96 | 74.41 | 33 | 25.58 |
| Twitter | 42 | 32.55 | 87 | 67.44 |
| Snap Chat | 102 | 79.06 | 27 | 20.93 |
| Share Chat | 60 | 46.51 | 69 | 53.48 |
| YouTube | 111 | 86.04 | 18 | 13.95 |
| Flickr | 42 | 32.55 | 87 | 67.44 |
| Skype | 24 | 18.60 | 105 | 81.39 |
| Reddit | 9 | 6.97 | 120 | 93.02 |
| LinkedIn | 27 | 20.93 | 102 | 79.09 |
| Xing | 18 | 13.95 | 111 | 86.04 |
| Tumblr | 12 | 9.30 | 117 | 90.69 |
| Yahoo! Buzz | 27 | 20.93 | 102 | 79.06 |

Nowadays SNSs are popularly used by people. There are many SNSs available but only ten popular SNSs are taken for this study. Table 2 and graph that reveals WhatsApp (100%) is the more popularly used social networking site in BLDEA’s Commerce, HS Arts, and TGP Science college, Jamkhandi by undergraduate and post-graduate students. YouTube (86.04) is the Second highest and Reddit (6.97) is less used SNSs by students.

* 1. **Table No 3 shows the Period of using Social Networking Sites:**

|  |  |  |
| --- | --- | --- |
| **Year** | **Frequency** | **%** |
| Below 6 months | 6 | 4.65 |
| 1 year | 18 | 13.95 |
| 2 year | 39 | 30.23 |
| 3 year | 27 | 20.93 |
| 4 year | 39 | 30.23 |
| Total | 129 | 100 |

Table no 3 and the chart shows that 30.23% of students were using SNSs for more than four years. 20.93% of students using from 3 years, 30.23% of students using from 2 years, 13.95% of students using from 2 years, and 4.65% of students using from below 6 months.

* 1. **Table No 4 shows the frequency of using SNSs:**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Frequency** | **%** |
| Very frequently | 21 | 16.27 |
| Frequently | 78 | 60.46 |
| Sometime | 24 | 18.60 |
| Rarely | 6 | 4.65 |
| Never | 0 | 0 |
| Total | 129 | 100 |

Many SNS are used by students for sharing information, entertainment, and academic purpose. Table no 4 reveals that 16.27% of students are very frequently using the SNSs. 60.46% are using Frequently, 18.60% are using some time and 4.65% of students were rarely using SNSs.

* 1. **Table No 5 shows the tools for accessing the SNSs:**

|  |  |  |
| --- | --- | --- |
| **Tools** | **Frequency** | **%** |
| Mobile phone | 123 | 95.34 |
| Laptop | 36 | 27.90 |
| Personal Computer | 3 | 2.32 |
| Tablet | 0 | 0 |
| Total | 139 | 100 |

Mobile phones, laptops, Personal computers, and Tablets are accessing tools of SNSs. Table no 5 shows that mobile phone is highly used by students to access SNSs. 95.34% of students use mobile phones to access SNSs. 27.90% of students also use Laptops and 2.32% of students use personal computers to access SNSs.

* 1. **Table No 6 shows the place for accessing SNSs:**

|  |  |  |
| --- | --- | --- |
| **Place** | **Frequency** | **%** |
| Home | 111 | 86.04 |
| College campus | 78 | 60.46 |
| Hostel | 12 | 9.30 |
| Cyber café | 9 | 6.97 |
| Department | 18 | 13.95 |
| Total | 129 | 100 |

Social Networking Sites can be accessed or used from anywhere. 86.04% of students were used to accessing SNSs from home. 60.46% of students use from the college campus, 9.30% of students use from the hostel, 6.97% students use from cyber café, and 13.95% of student uses from the department. Table no 6 reveals that many students use the SNSs from home.

* 1. **Table No 7 shows the time spend on using SNSs:**

|  |  |  |
| --- | --- | --- |
| **Time** | **Frequency** | **%** |
| Below 1 hour | 12 | 9.30 |
| 2 hour | 39 | 30.23 |
| 3 hour | 51 | 39.53 |
| 4 hour | 12 | 9.30 |
| More than 5 hour | 15 | 11.62 |
| Total | 129 | 100 |

Table no 7 shows how much time is spent by students on using SNSs. 39.53% of students spend 3 hours. 9.30% of students spend time below 1 hour and 4 hours. 30.23% of students spend 2 hours. Only 11.62% of students spend more than 5 hours.

* 1. **Table No 8 shows the purpose of using SNSs:**

|  |  |  |
| --- | --- | --- |
| **Purpose** | **Yes** | **No** |
| Frequency | % | Frequency | % |
| Sharing Department Notices | 105 | 81.39 | 24 | 18.60 |
| Connecting Professors/Teachers | 117 | 90.69 | 12 | 9.30 |
| Meeting new people | 78 | 60.46 | 51 | 39.53 |
| Sharing photos and videos | 96 | 74.41 | 33 | 25.58 |
| Interacting with family/friends | 108 | 83.72 | 21 | 16.27 |
| Academic utility | 90 | 69.76 | 39 | 30.23 |
| Entertainment | 111 | 86.04 | 18 | 13.95 |
| My self-updated | 81 | 62.79 | 48 | 37.20 |
| Job searching | 78 | 60.46 | 51 | 39.53 |
| Sharing experience | 69 | 53.48 | 60 | 46.51 |

A (90.69%) majority of the students used social networking sites for Connecting with Professors/Teachers. 83.72% of students use it for entertainment. 83.72% of students use social networking sites to interact or communicate with family and friends. However, a good (81.39%) number of the students use social networking sites for sharing department notices. 74.41% of students use it for sharing their photos and videos. 62.79% of students used self-update and 60.46% of students for meeting new people and searching for a job. 53.48% of students using for sharing experiences.

* 1. **Table No 9 shows the barriers while accessing SNSs:**

|  |  |  |
| --- | --- | --- |
| **Barriers** | **Yes** | **No** |
| Frequency | % | Frequency | % |
| Lack of IT Skills | 81 | 62.79 | 48 | 37.20 |
| Data Security | 108 | 83.72 | 21 | 16.27 |
| Fear of addiction | 78 | 60.46 | 51 | 39.53 |
| Lack of Privacy | 81 | 62.79 | 48 | 37.20 |
| Identity theft | 87 | 67.44 | 42 | 32.55 |
| Lack of awareness about SNSs | 57 | 44.18 | 72 | 55.81 |

Table no 9 shows the barriers to accessing the SNSs. Students were asked to indicate barriers faced if any while using social networking sites. 83.72% of the students indicated data security, 67.44% of identity theft, 62.79% of fear about lack of privacy and lack of IT skills, 60.46% of students fear of addiction and 44.18% of students don’t have awareness about SNSs.

* 1. **Table No 10 shows the Use of SNSs for academic activity:**

|  |  |  |
| --- | --- | --- |
| **Variable** | **Frequency** | **%** |
| Strongly disagree | 0 | 0 |
| Disagree | 9 | 6.97 |
| Neutral | 27 | 20.93 |
| Agree | 72 | 55.81 |
| Strongly Agree | 24 | 18.60 |
| Total | 129 | 100 |

Table no 10 reveals that 55.81% of students agree that Social Networking Sites are useful to their academic activity. which helps to connect teachers and is also useful for circulating the department notices. It shows that Social Networking Sites are not only used for entertainment purposes but also used for academic activity.

1. **Findings:**
* Study reveals that WhatsApp, Instagram, Snapchat, and YouTube are more using Social Networking Sites by the Under graduation and Post-graduation students.
* 39 (30.23%) students are using Social Networking sites from the 4 years. 78 (60.46%) students frequently use the Social Networking Sites.
* Study shows that 123(95.34%) students use a mobile phone to access the Social Networking Sites.

Many students use Social Networking Sites from Home (86.04%) and on a college campus (60.46%). 51(39.53%) students use SNSs for 3 hours in the day.

* purpose of using Social Networking Sites by students is Connecting with Professors/Teachers (90.69%), entertainment (86.04%), interacting with family and friends (83.72%), and sharing department notices (81.39%).
* 83.72% of students had fear about data security while accessing Social Networking Sites. And 67.44% of students are fear of identity theft for using Social Networking Sites.
* Study reveals that 72 (55.81%) students agreed that Social Networking Sites are useful for academic activity.
1. **Conclusion:**

The study shows that majority of students were aware and used social networking sites for communicating with professors and family/friends. However, a good number of students use these sites for academic purposes also. It should be noted that social networking sites are not only useful for entertainment purposes they can be also used as an interactive platform for academic communication and sharing department notice or information among the students. WhatsApp is the most used social networking site by the undergraduate and postgraduate students of BLDEA’s Commerce, HS Arts, and TGP Science college, Jamkhandi. there are also many students’ concerns about data security and identity theft while using these sites. Social networking website companies need to improve the security and privacy of their sites.

SNS offers opportunities for libraries to reach out to user communities. The study reveals that most of the students were using Social networking sites. By using Social networking sites librarians can provide library services to their users. Through SNSs reference services, new arrivals, and any library notifications can be circulated to users. The effective use of SNS in libraries, training, and awareness programs should be given to users and professionals.

**Abbreviations:**

* SNSs - Social Networking Sites.
* UG and PG – Under Graduate and Postgraduate.

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