

USE OF SOCIAL NETWORKING SITES BY STUDENTS : A COMPARATIVE STUDY

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ABSTRACT

The survey examines male and female students' use of social networking sites. The sample was chosen using the random sampling technique. One hundred replies were received, 50 from men and 50 from women. The results revealed that both male and female students extensively used WhatsApp. The majority of students expected to receive notifications of library activities, OPAC, and newspaper services via online platforms. The findings also show that social media is still a relatively new phenomenon; it is becoming an increasingly significant tool for students to communicate and socialise with classmates. Students are also concerned about security and privacy.

Keywords: WhatsApp, Social networking sites, Benefits, Academic, Students.

1. Introduction:

Several authors have proposed different definitions for "social networking sites." Social networking sites are Internet-based social spaces that foster collaboration, communication, and content exchange among networks of connections. Social networking services allow users to manage, create, and showcase their social networks online. Social networking sites usually contain other people's profiles but can include those of organisations, political parties, and events – . Social networking sites offer a variety of tools and services. Students are frequent users of these websites. Students can use social networking sites to connect with friends, instructors, and institutions and build new relationships . Users can tailor their conversations to their schedules by determining when to read and respond. Internet communication is often a solitary activity. It is effective since it is a one-to-many communication technology that instantly allows users to share information (Sponcil and Gitimu, n.d.). SixDegrees was the first well-known social networking site. This website was launched in 1997. As a result, a new mode of online communication evolved. This website was the first to allow users to create profile pages and send messages. " . Whereas "Google" is a frequently used tool for searching the Internet for information, it is becoming more popular to use social media for particular details. Social media provides a venue for one-on-one and one-to-many interactions that can be used to exchange specific information about a subject and develop subject expertise' .

2. Literature Review:

A lot of research studies on the use of social networking sites have been conducted. investigate how students at Calicut University in Kerala view and use social networking sites. According to the research, most students are aware of social networking sites and use them for casual discussion. Orkut was the most popular social networking site. However, students reported that the main problems with social networking sites are a lack of security and privacy.' illustrates how undergraduate students at the University of Nigeria use social networking sites. According to the study, most students used social networking sites to communicate with friends, connect with classmates for online study sessions, watch films, and engage in other activities. Social networking sites have desirable benefits and hazards, but these risks can be mitigated by employing the approaches outlined in this study. WhatsApp is the

most popular social networking platform among graduate students. Many children use it for education, enjoyment, and connecting with friends and family. It shows that most students who use social networking sites are less incentivised to exercise. On the other hand, students indicated how social networking sites aided their technological and communication skills .

' investigate the use of and opinions on social networking platforms among students. Pharmacy students commonly utilise Facebook, Twitter, and other social networking platforms. Male and female pharmacy students' perspectives on worries about using social networking sites for professional purposes differed significantly. Male students generally appear more prone to distinguish between their "professional" and "private" lives. For academic reasons, Facebook is the most popular SNS among University of Delhi research academics, followed by ResearchGate and sites like Facebook for publicising one's research. Although SNSs provide a range of tools and services, there are risks and issues to be aware of, with privacy and cyberbullying being the two most important '. Students used social media to contact their peers, share information, and chat. Similarly, they spend more than five hours every day on social media. Social media has improved students' lifestyles and academic success. Social media is heavily used by students in Nigerian Polytechnic colleges ' .

3. Objectives:

- To know the use of social networking sites by (male and female) students.
- To find reasons for students' use of social networking sites.
- To know the benefits of social networking sites by students.
- To assess the impact of social networking sites on students.
- To understand students' challenges when utilising social networking sites.

4. Methodology:

The study aimed to discover how college students (both male and female) use social networking sites. A college student was included in the sample via random sampling. Students from the arts and commerce were included in the sample. One hundred responses were collected, 50 from male and 50 from female students. To collect data, the researcher devised an online survey administered at KLE's Lingaraj College Belagavi. The questionnaire asked for demographic information and information about students' use of social networking sites, how frequently they are used, their effects, and their challenges. SPSS statistical software was used to analyse the collected data.

5. Data Analysis:

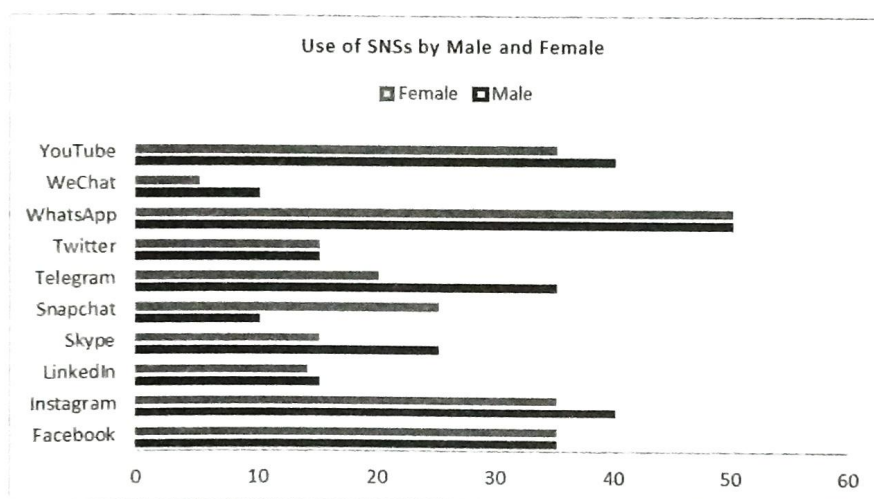
Table No. 1: Demographic Information:

Gender	Male	50
	Female	50
Age	19-20	15
	21-22	45
	23-24	30
	above 25	10
Category	Arts	53
	Commerce	47
Locality	Rural	55
	Urban	45

It demonstrates that 50 responses from men and 50 responses from women. Table 1 displays the respondents' demographic information. Forty-five students, or the majority of the responders, are between the ages of 21 and 22. These pupils are followed by 15 and 30 students, aged 19 to 20 and 23 to 24 years old, respectively. Ten of the students are above the age of 25. Fifty-three students from the arts responded, followed by 47 students from commerce, respectively. Furthermore, 55 students come from rural areas, with 45 from urban areas.

Table No 2: Use of social networking sites by students:

	Male		Female	
	Yes	No	Yes	No
Facebook	35	15	35	15
Instagram	40	10	35	15
LinkedIn	15	35	14	36
Skype	25	25	15	35
Snapchat	10	40	25	25
Telegram	35	15	20	30
Twitter	15	35	15	35
WhatsApp	50	-	50	-
WeChat	10	40	5	45
YouTube	40	10	35	15



Graph-1

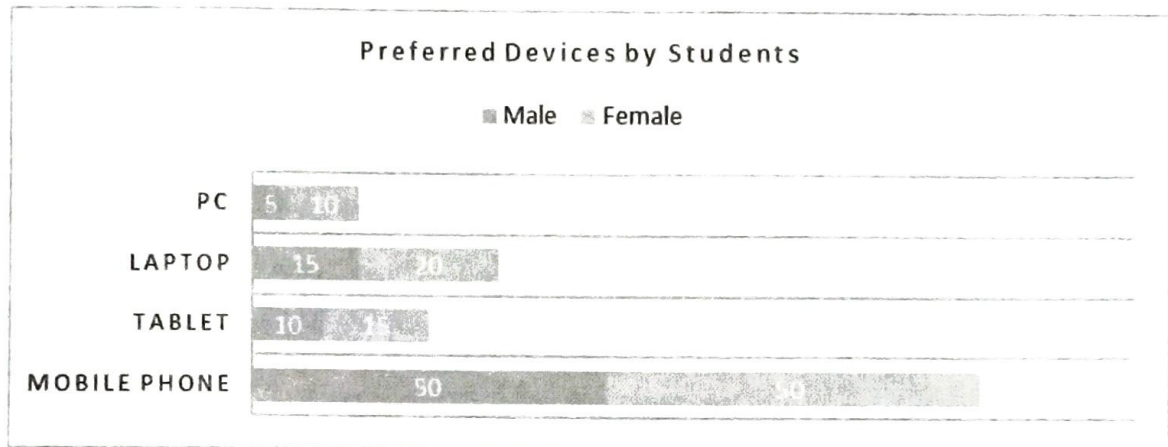
Table 2 shows the use of social networking sites by males and females. It finds that WhatsApp is the most used social networking site by both males and females, whereas Instagram and YouTube are the second most used SNSs. Compared to females, males use Telegram and Skype more often. Females use Snapchat more because, in a snap, we can take a nice variety of pictures. That's why girls like to use Snapchat more than males. Both males and Females use WeChat, Twitter, and LinkedIn.

Table No. 3: Average time spent on social networking sites:

	Male	Female
Less than 1 hour	5	5
1-2 hours	10	15
3-4 hours	21	09
4-5 hours	15	15
More than 5 hours	-	5

Table 3 shows the respondents' average amount of time spent using SNSs. It was discovered that most respondents, 21 male students, spent an average of 3 to 4 hours, followed by 10, 15, and 5 students who spent 1 to 2 hours, 4 to 5 hours, and less than 1 hour, respectively. A medium number of female students, 15, spend 1 to 2 hours and 4 to 5 hours. Nine students spend 3 to 4 hours, and five spend more than 5.

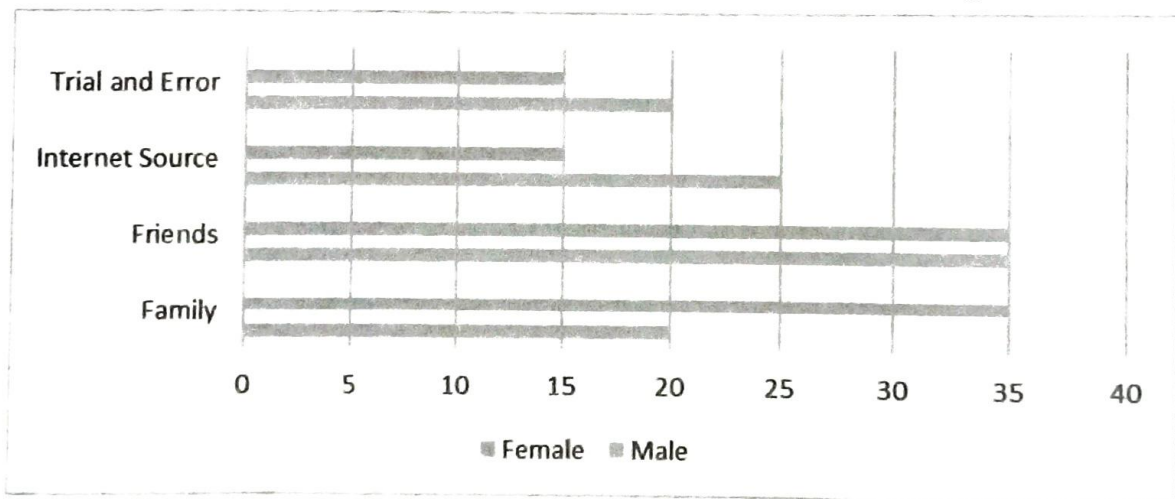
Graph 2: Preferred Devices to access social networking sites



Graph-2

Graph 2 depicts the preferred devices used by respondents to access SNSs. It has been determined that most of the 100 respondents use their smartphones to access SNSs. 25 and 35 respondents use a laptop or tablet to browse S.N.S.s. Only 15 respondents use computers to access social networking sites.

Graph 3: Sources that made Students Access social networking sites

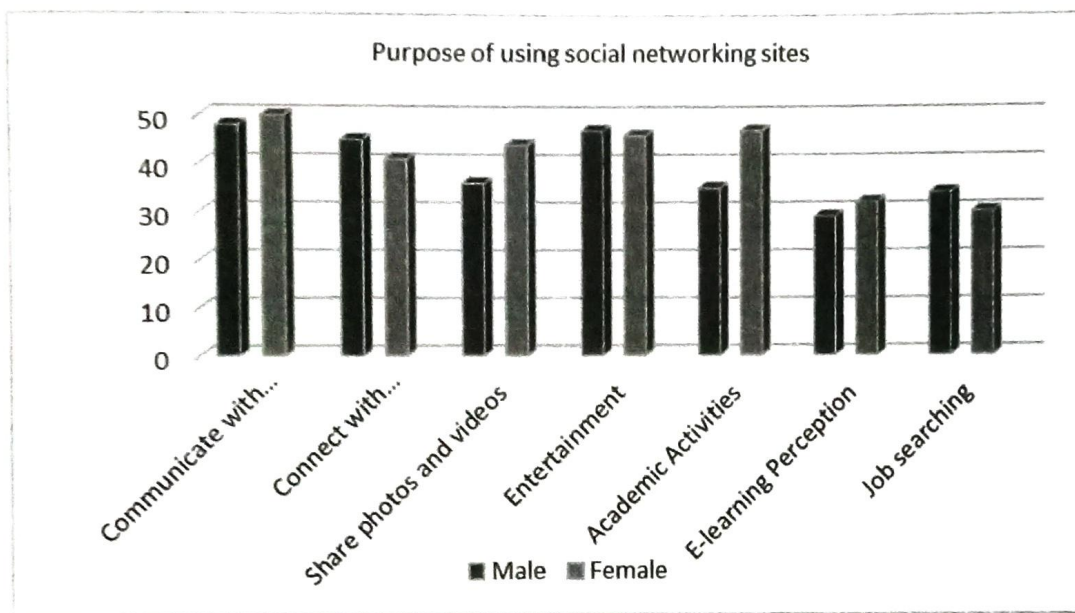


Graph-3

Graph 3 shows the sources that respondents used to learn how to access SNSs. According to the study, most students learned to use SNSs by family and friends. Less students learn via trial and error and through online resources. Compared to males, female respondents learned from their family and friends to access the SNSs.

Table No 4: Purpose of using social networking sites

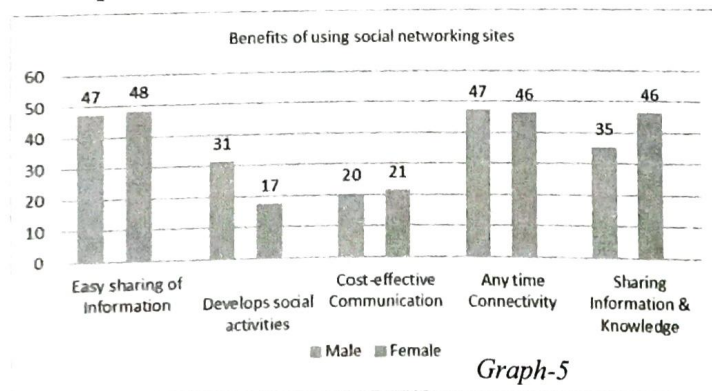
	Male		Female	
	Yes	No	Yes	No
Communicate with family and Friends	48	2	50	-
Connect with teachers/professors	45	5	41	9
Share photos and videos	36	14	44	6
Entertainment	47	3	46	4
Academic Activities	35	15	47	3
E-learning Perception	29	21	32	18
Job searching	34	16	30	20



Graph-4

Graph 4 depicts the purpose of students' use of social networking sites; it is clear that more students, both male and female, use social networking sites for entertainment, connecting with or communicating with their professors, family, and friends, as well as sharing photos and videos with others. Social networking sites are platforms that allow people to communicate with one another in real-time. It also reveals that female students use SNSs more academically than male students. A few students use SNSs to learn about job opportunities and e-learning.

Graph-5: Benefits of using social networking sites

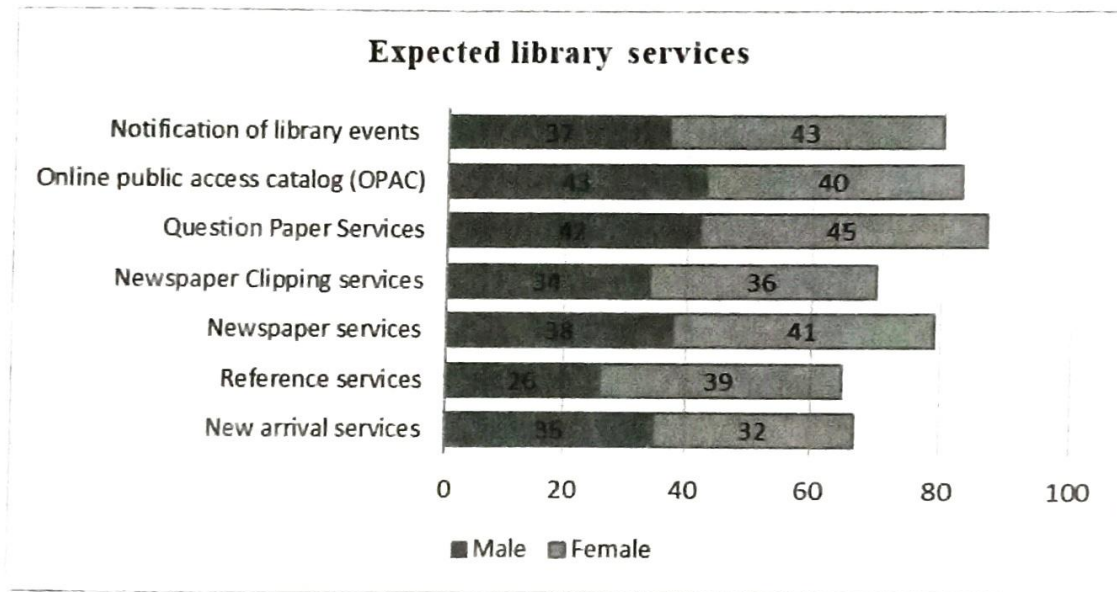


Graph-5

Graph 5 depicts the advantages of social networking platforms for students. It shows that most respondents—47, 48, and 46 students—agreed that social networking sites (SNSs) make it easy for people to communicate with one another no matter where they are or what time. Students 35 and 46 agreed that social networking sites allow them to share their ideas, knowledge, and information. A few students believe that social networking sites encourage social interaction and are cost-effective.

Table No. 5: Expected library services through social networking sites

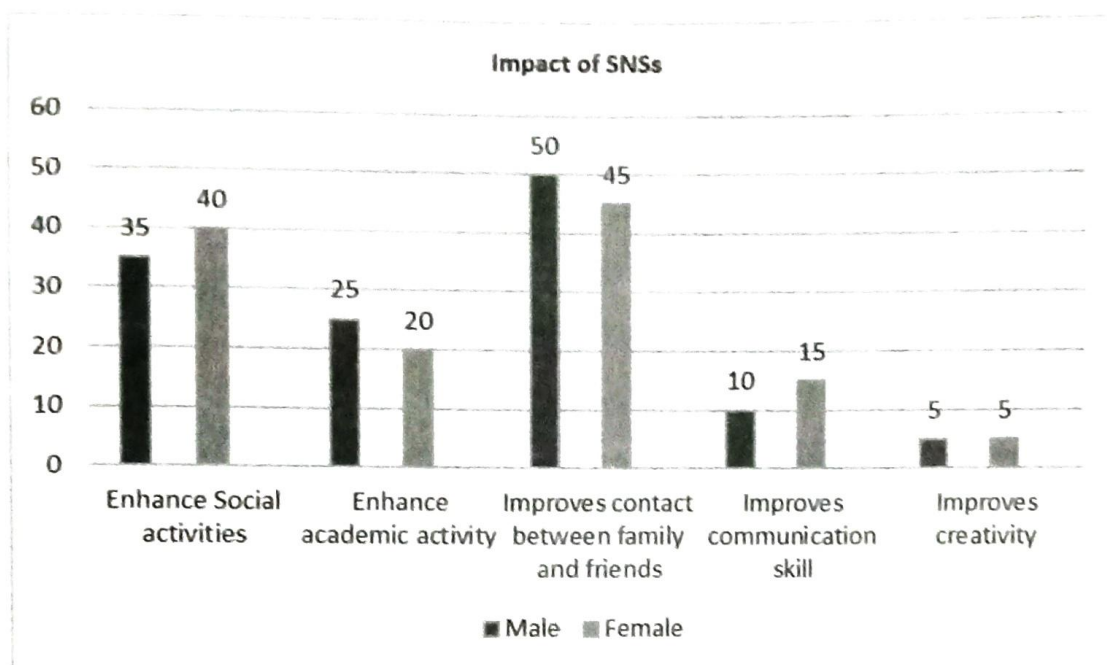
	Male		Female	
	Yes	No	Yes	No
New arrival services	35	15	32	18
Reference services	26	24	39	11
Newspaper services	38	12	41	9
Newspaper Clipping services	34	16	36	4
Question Paper Services	42	8	45	5
Online public access catalog (OPAC)	43	7	40	10
Notifi cation of library events	37	13	43	7



Graph-6

According to Graph 6, most students expected OPAC, question papers, newspapers, and notifications of library activities. A moderate proportion of students said they were looking forward to getting new arrivals, newspaper clippings, and reference services through the SNSs

Graph 7: Impact of Social Networking Sites:



Graph-7

Graph 7 depicts the impact of social networking sites on students. According to most students, social networking sites improve social interactions and academic activities while improving family and friend connections. Fewer students believed social networking sites would not enhance their creativity and communication skills.

Table No 6: challenges while using Social Networking Sites

	Male		Female	
	Yes	No	Yes	No
Technical issues and Network issues	30	20	39	11
Fear of losing information	36	14	43	7
Lack of privacy	41	9	45	5
Fear of getting hacked	47	3	46	4
Health issues (Eye problems, Neck pain, Headache, etc.)	36	14	48	2

Table 6 depicts students' obstacles when attempting to access social networking sites. Most male and female students are concerned about being hacked, their privacy, and technological and network issues. Women are more concerned than men about health issues and information loss.

6. Conclusion:

According to the study's findings, most students used social networking sites to engage with their teachers, loved ones, and friends and share images and videos. Many students, however, use these websites for academic objectives. It should be noted that social networking sites can serve as a source of information, expertise, and help, as well as a dynamic forum for academic discussion. Male and female college students use WhatsApp equally.

Because WhatsApp is so simple to use, anyone can use it. Professors can create WhatsApp groups in which they share notes and discuss topics related to study. Most students anticipated receiving reminders on library programs, question papers, OPAC, and newspaper services through the S.N.S.

When using these sites, the key concerns are security and privacy. Despite this, the majority of students continue to use social networking sites. Institutions that run social networking websites must improve the security and privacy of their platforms. Students can protect their privacy by making their profiles private and only visible to friends. Through training and awareness efforts, students should be taught about the uses, benefits, and risks of social networking sites.

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