

Access Usage and Design of Social Networking Sites by Sri Venkateshwara Engineering College Students, Chennai: A Study

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Abstract - The study high lights the use and impact of social networking sites. Data was collected by means of Questionnaire that was circulated among the Sri Venkateshwara Engineering College students randomly. The survey is about social networking's use of access, usage, and design in creating Social Networking Sites knowledge among engineering professionals. The maximum of the respondents 50(90.03%) having a account on Face book and the minimum of 8(15.68%) of the respondents in Twitter respectively. This paper will be therefore able to review the available literature to study and present both the positive and negative impacts of online networking on the most high in demand segment of our society.

Keywords: Social Media and Student Engagement, Social Media and Libraries

I. INTRODUCTION

Social networking sites as such as Face book, Tumblr, Instagram, Twitter, Google+ LinkedIn, Reddit, Yahoo, Baidu Tieba etc. Face book is currently considered as a rich site for researchers interested in Social Networks, due to its heavy usage patterns and technological capacities, that bridge online and offline connections compared to traditional online communities, Face - book enforces a strict policy against the use of Pseudonyms, which helps cultivate a culture of honesty that is not always found in other online communities. Face-book has offered several simple services for its users. First of all the profile provides users the opportunity to identify themselves, so others get to know a considerable amount of information about them. People get informed of their Name, Date of Birth, e-mail address, Address, home town, level of education, hobbies, relationship status, favorite movies, music, etc.

The results of a social network analysis could be used to

1. Make out opportunities to accelerate knowledge flows across functional and organizational boundaries and strengthen the efficiency and effectiveness of existing, formal communication channels.
2. Raise awareness of and reflect on the importance of informal networks and ways to enhance their organizational performance.
3. Improve innovation and learning.
4. Refine strategies.

II. REVIEW OF LITERATURE

According to the study conducted by Steyer James, (2009) on teenagers and adolescents, he found that 22% of teenagers logging their favorite social site more than 10 times in a day, whereas more than fifty percent adolescents logging more than once a day. This research also focuses on alertness by parents regarding the content and type of social sites as most of these sites are not suitable for children and teenagers. Hence there is a great need of Pediatricians arises to guide the families regarding the problems like face book depression, getting expose to unsuitable content and cyber bullying etc. arising due to usage of these sites.

The work of Gonzales and Hancock (2011) showed that selective self-presentation using social media sites like Facebook can have a positive influence on self-esteem, especially when the individual selectively self-presents by editing information about the self.

There is a vast volume of users for these primary social media sites of Facebook and Twitter, and nearly a quarter of the time Internet users spend online (22.5%) is in social networking. As of September 2012, Facebook had 950 million active users and more than 2 billion registered users, compared to Twitter's more than 500 million registered users, but only 140 million active users. Other popular social media sites that are available include LinkedIn, which provides for career networking, and Instagram, which connects users who post photos (Pring, 2012).

Henry (2012) found that when students were using technology to seek support for personal issues or problems, those students reported higher scores on measures of loneliness, depression, shyness, and social anxiety and lower scores on perceived social skill, social self-confidence, and social self-efficacy. She also found that when students were procrastinating or wasting time using technology or social media, they showed higher measures of loneliness, depression, shyness, and social anxiety; in addition to lower scores on perceived social skill, social self-confidence, and social self-efficacy. Her conclusion was that students who experience psychological stressors are using technology and social media to cope and find sources of support, as well as to procrastinate or to pass time.

Bryant J.A, (2006) studied that an adolescent spends on average approximately four hours per week watching television and the computer was the second popular media. An adolescent does internet surfing for different purposes such as working on homework, playing computer games, sending and receiving email, and instant messaging. It shows that computer has become the all time favorite for adolescents after television.

III. OBJECTIVES OF THE STUDY

1. To know the purpose of using Social Networking sites by users.
2. To examine the use of social media tools for career and academic purposes.
3. To know the devices used by the engineering students to connect internet frequently.
4. To find out the most visited Social Networking sites.

IV. METHODOLOGY

The survey was conducted through a structured Questionnaire. The population of the study was only Access usage and Design of Social networking sites by Sri Venkateshwara engineering students. The random sampling method was used for collecting the data, from those were available in the college during the survey time July 2018. The questionnaires circulated among 70 engineering - students and 58 were received after being filled by the respondents. The responses received from the students to the questions are presented in the form of tables and analyzed by using a simple method of calculation.

V. DATA ANALYSIS

TABLE I GENDER- WISE ANALYSIS OF DATA

S. No.	Gender	Number	Percentage
1	Male	30	58.82
2	Female	28	41.18
	Total	58	100

In the above table I it is clear that, social network usage for the net with 58.82% percent male students and the remaining 41.18 % percent are female students respectively. In Social networking sites are growing fast to gain popularity with the help of social media students can easily communicate or share information quickly with each through various social sites like Face book, Orkut, and Twitter etc. Social networking sites also conduct online examination which plays an important role to enhance the students knowledge.

It is evident from table II that the profile is registered by the students across various Social Network sites. Face-book is the most used social networking sites among the Sri Venkateshwara Engineering Students community when compared to other social networking sites.

TABLE II PROFILE IN THE SOCIAL NETWORK SITES

S. No.	Social Network	Total	Percentage
1	Face book	50	90.23
2	Orkut	10	16.68
3	Twitter	8	15.68
4	Google+	16	28.46
5	You tube	15	23.56

Majority of the respondents 50(90.23%) having account on Face-book, followed by 16(28.46%) of the respondents registered in Google+, 15(23.56%) in You Tube 10(16.68%) in Orkut, and 8(15.68%) of the respondents in Twitter respectively.

TABLE III PURPOSE OF USING SOCIAL NETWORKING SITES

S. No.	Purpose	Total	Percentage
1	Chatting	27	51.98
2	To interact professionally	11	21.56
3	To express creativity	8	15.68
4	Sharing Information	35	62.78
5	Writing comments and making wall papers	9	12.76
6	Entertainment	15	28.45
7	To keep in touch with friends	20	36.28

Table III represents the purpose of using social networking sites. It can be inferred that a majority 62.78% of the respondents use social networking Sites to share the information 51.98% use for chatting 36.28% use to keep in touch with friends, 28.45% use for entertainment, 21.56% use to interact professionally 15.68% use to express creativity, and 12.76% use it to meet new people, and use it for writing comments and making wallpapers.

TABLE IV FREQUENCY OF ACCESSING SOCIAL NETWORK SITES

S. No.	Time	Total	Percentage
1	Hourly	5	7.84
2	Daily	20	37.25
3	Weekly	25	39.21
4	Monthly	8	15.7
	Total	58	100

Table IV represents the frequency of accessing the social networking sites by the engineering students. It is obvious that a majority of the respondents (39.21%) are accessing social networking sites on a weekly basis followed by 37.25% on a daily basis, 15.7% on a monthly basis, and (7.84%) on an hourly basis.

TABLE V OPINION REGARDING USE OF SOCIAL MEDIA FOR
ACADEMIC PURPOSE

Opinion	Total	Percentage
Yes	50	88.23
No	8	11.77
Total	58	100

Table V shows the opinion regarding use of social media tools for academic purpose. It is revealed that a majority of the respondents 50 (88.23%) opined that they use of social media tools for academic purpose. Only 8 (11.77%) responded negatively.

TABLE VI ACADEMIC AND CAREER PURPOSE OF USING SOCIAL MEDIA

S. No.	Purpose	Total	Percentage
1	For jobs searching	10	15.68
2	For establishing a professional and career network	15	27.45
3	For sharing and exchanging information	22	41.17

Table VI shows how the Sri Venkateshwara Engineering Students using social networking sites for academic and career purposes. The above table indicates that a majority 41.17% of the respondents uses social networking sites for sharing and exchanging information 27.45% for establishing a professional and career network, and 15.68% of the respondents use them for searching jobs.

TABLE VII OPINION ON THE SATISFACTION OF USING
SOCIAL NETWORK SITES

S. No.	Purpose	Total	Percentage
1	Fully satisfied	10	15
2	Satisfied	30	50.58
3	Partially satisfied	18	34.42
	Total	58	100

Table VII indicates the satisfaction level of the respondents in using social networking sites. It is revealed that a majority of the respondents 50.58% are satisfied. Followed by 34.42% express that they are partially satisfied using the social networking sites. 15% of the respondents opined that they are fully satisfied using social network sites.

VI. FINDINGS

1. A majority of the engineering students of the opinion that their favorite social networking site is Face book followed by Google+, Yahoo, Twitter, and Orkut.
2. A majority of the students is satisfied with the social networking sites' potential to create awareness among engineering Professionals.
3. A majority of the respondents 88.23% has a registered Face book account.
4. A majority of the engineering students has responded that the main problem with the social networking sites is the time consumption no guarantee of privacy, lack of technical support, and not being so useful for educational purposes and a small role in creating awareness.

VII. CONCLUSION

It is observed that most of the engineering professionals are connected to each other through social networking sites to share experiences, views and participating in creating awareness. It has become one of the main platforms in the world for sharing concurrent information. Social networking sites allow users to interact and work together. In a social media discussion as creators of users generated content in a virtual group of people in disparity to websites where users are limited to the reactive viewing of content that was created for them. Security and privacy remain the major concern among the engineering students who use social networking sites, and there is a need to educate them on the applications, benefits and risks associated with social networking sites.

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