

Information Gathering Pattern on Usage Mobile Network Sites among the College Students- A Study in G.T.N. Arts College, Dindigul India

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Abstract

Social networking is another aspect of social media, in which individuals are in communalities that share ideas, interests, or are looking to meet people with similar ideas and interests. The sample size consists of 141 college students who had used social Network sides. Convenience sampling technique was used. More than 50 per cent of college students are using social network daily. Majority students are using WhatsApp. Gender wise analysis of attitude of usage social network among the college students, Calculated value 31.56 is greater than 5.90 (0.05) at df 2. The Null hypothesis is rejecting. There is a significant of relationship between gender and the level of attitude about usage of social network. It increases all over the World. Most of the students feel that social networking sites have positive impact on their academic performance, because social networking sites can be used for various academic activities.

Keyword: Social Network, Gender study, User Attitude, User Perception.

1. Introduction

A mobile network is a group of relationships and interactions with a group individual, which plays a fundamental role as a medium for the spread of information ideas and influence among its members. Social Networks in simple terms are online networks with a purpose of collaborative information sharing and exchange. Social networking is another aspect of social media, in which individuals are in communalities that share ideas, interests, or are looking to meet people with similar ideas and interests. Amongst the social networking sites, WhatsApp became the most renowned website with almost majority of Indian users surfing it, followed by Facebook, Instagram, LinkedIn, and Twitter and so on.

The application of Social Networking in the library environment has influence and impact on College students, user expectations on information services and mode of dissemination of information (Krishnamurthy and Ashwat, 2010). The interesting reflections of the impact of Social Networking are presented in a nutshell as follows.

- Social networking motivates collaborative information exchange culture.
- Generation of new sources and facilities for knowledge sharing.
- Professional development for updating knowledge about social networking tools and techniques and their applications to students.
- Time management for exposure to social networking sites, software and infrastructure.
- Enhanced user participation in content management.

2. Review of Literatures

Cummings et al. (2002) stated that increased use of Internet and online networking has displaced the other means of communication leading to diminished quality of interpersonal relationships; especially friendships.

Lavanya & Karthikeyan (2016) In India, Facebook is reported as the most accepted SNS among college students with Twitter as the second most preferred site, further revealing that SNSs are predominantly used for communication purposes.

Akakandelwa & Walubita (2018) investigated the use of social media and its perceived impact on social life of students in Zambia and reported that WhatsApp (83.3%) is the most famous SNS followed by Facebook (78.0%) and Twitter (12.8%).

3. Objectives of the Study

1. To study the awareness level of usage of different social networking sites.
2. To find out the perception and attitude of usage of social network sites.

4. Methodology

Primary data was collected through a structured questionnaire that was distributed among those college students in G.T.N. Arts College, Dindigul, Tamilnadu, India. The questionnaire contained open-ended questions, and it also incorporated various parameters that were identified for analyzing those parameters. The sample size consists of 141 college students who had used social Network sides. Convenience sampling technique was used. Question wise analysis was made with the help of Excel and SPSS. The questionnaire was based on difference variables, which were considered to be significant while using social network. Some analytical techniques like Tables, Percentage, Ranking, Chi-square test, were used to analyse the collected data.

5. Findings of the Study

Table-1 Demographic Profile of the Respondents

Catergory	Factors	No. of respondents	Percentage
Gender	Male	80	56.74
	Female	61	43.26
	Total	141	100
Age	Below 20 Years	55	39.01
	21 Years- 22 Years	10	7.09
	22 Years and above	76	53.90
	Total	141	100
Education	Under Graduate	110	78.01
	Post Graduate	31	21.99
	Total	141	100
Frequency	Daily	76	53.90
	Weekly	35	24.82
	Monthly	30	21.28

	Total	141	100
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Source: Primary data

It is observed from the above table out of 141 College Students, 56.74 percentages of students are male and the remaining 43.26 percentages of students are female. Most of the college students' age group under below 20 years category. Majority students are studying undergraduate. More than 50 per cent of college students are using social network daily.

5.1 Usage of Social Network

The Table 2 explains usage of social network. Among the total students, 91 (64.53%) students are using WhatsApp, 21 (14.89%) students are using Facebook, 9 (6.38%) students are using Instagram, 5 (3.55%) students are using Twitter, 6 (4.26%) students are using both WhatsApp and Facebook, 4 (2.84%) students are using both WhatsApp and Instagram and the remaining 5 (3.55%) students are using both WhatsApp and Twitter. It concluded from the above table majority students are using WhatsApp.

Table 2-Usage of Social Network

Social Network	Male		Female		Total	
WhatsApp	45	31.91%	46	32.62%	91	64.53%
Facebook	15	10.63%	6	4.26%	21	14.89%
Instagram	5	3.54%	4	2.84%	9	6.38%
Twitter	5	3.55%	0	0.00%	5	3.55%
WhatsApp and Facebook	1	0.71%	5	3.55%	6	4.26%
WhatsApp and Instagram	4	2.84%	0	0.00%	4	2.84%
WhatsApp and Twitter	5	3.55%	0	0.00%	5	3.55%
Total	80	56.73%	61	43.27%	141	100.00%

Source: Primary data

5.2 Perception wise Respondents

Table 3-Perception wise Respondents

Perception on the Benefit	Respondents	Percentage	Rank
Sharing informs	41	29.08	I

Increase the Friendship	20	14.18	II
Time pass	15	10.64	III
Develop skills	3	2.13	VII
Create social Awareness, Sharing Inform	5	3.55	VI
Sharing Inform, Increase the Friendship	10	7.09	IV
Sharing Inform, Time pass	10	7.09	IV
Sharing Inform, Develop skills	10	7.09	IV
Increase the Friendship, Time pass	5	3.55	VI
Create social Awareness, Sharing Inform, Increase the Friendship	10	7.09	IV
Create social Awareness, Increase the Friendship, Develop skills	7	4.96	V
Sharing Inform, Increase the Friendship, Time Pass	5	3.55	VI

Source: Primary data

Table 3 shows that perception about social network, Among the 141 students, 41 (29.08%) students opinion is usage of social network for sharing information and this Rank is I, 20 (14.18%) students opinion is usage of social network for increasing friendship and this Rank is II, 15(10.64%) students opinion is usage of social network for time pass and this Rank is III.

5.3 Attitude about Usage of Social Network

Table 4-Attitude about Usage of Social Network

Demographic Factor		Level of Opinion					
		High		Low		Total	
Gender	Male	80	56.74%	0	0.00%	80	56.74%
	Female	46	32.62%	15	10.64%	61	43.26%
	Total	126	87.36%	15	10.64%	141	100.00%
Age	Below 20 Years	50	35.46%	5	3.55%	55	39.01%
	21 Years- 22 Years	10	7.09%	0	0.00%	10	7.09%
	22 Years and above	66	46.81%	10	7.09%	76	53.90%
	Total	126	87.36%	15	10.64%	141	100.00%

Education	Under Graduate	95	67.37%	15	10.64%	110	78.01%
	Post Graduate	31	21.99%	0	0.00%	31	21.99%
	Total	126	87.36%	15	10.64%	141	100.00%

Source: Primary data

Chi-Square Analysis

Factor	Calculated χ^2 Value	Table Value(0.05)	D.F	Remarks
Gender	31.56	5.90	2	Rejected
Age	8.36	9.48	4	Accepted
Educational	43.55	5.90	2	Rejected

The above Table shows that, 126 (87.6%) students level of attitude is high and the remaining 15 (10.64%) students' level of attitude is low. Gender wise analysis of attitude of usage social network among the college students, Calculated value 31.56 is greater than 5.90 (0.05) at df 2. The Null hypothesis is rejecting. There is a significant of relationship between gender and the level of attitude about usage of social network.

The above Table shows that, Age wise analysis of attitude of usage social network among the college students, Calculated value 8.36 greater than 9.48 (0.05) at df 4. The Null hypothesis is accepting. There is no significant of relationship between age and the level of attitude about usage of social network.

The above Table shows that Educational wise analysis of attitude of usage social network among the college students, Calculated value 43.55 is greater than 5.90 (0.05) at df 2. The hypothesis is rejecting. There is a significant of relationship between education and the level of attitude about usage of social network.

6. Conclusion

Social network user numbers are staggering, vastly increasing the exposure potential to education industry. It allows people to keep in touch with friends, and with old friends, meet new people, and even conduct business meeting online. We can find people with similar interests as we and get to know them better, even if they are in a different country. Every day people are joining in the Social Network and increasing all over the World. Most of the students feel that social networking sites have positive impact on their academic performance, because social networking sites can be used for various academic activities.

7. Reference

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