Usage of Social Networking Sites (SNSs) among University Students of Haryana

Ms. Deepika
Research Scholar
Assistant Proffessor of Eduaction Department at Jagannath University, Bahadurgrah
[MA Psychology, M.Ed, UGC-NET (Education), B.El.Ed.]

Abstract: SNSs is very popular among university students. Almost 90% of youth population have SNSs in their smart phones and 80% of them are actively using it for the multipurpose in their daily life. The study conducted to find out the usage and purposes of different social networking sites among university students of Haryana. The researcher has selected 200 university students of Haryana as a sample and distributed Questionnaire on the "Usage of Social Networking Site" through Google Forms for the data collection. Also the positive impacts of usage of SNSs are highlighted by the researcher to increase the awareness of SNSs usage among youth. **Keywords:** Social Networking sites, University Students, Utility.

1. INTRODUCTION

In India, the trend of using Social Networking Sites is quite alarming. More and more college students are drawn towards these networking sites enabling both communication and entertainment. Consequently this sets the backdrop of the study in order to probe into this phenomenon further. Interpersonal relationships are the foundation for learning and human development. Thus, it is crucial to analyse how far Social Networking Sites are influencing interpersonal relationships among college students in the Indian context. Social Networking Sites are like a drug to the current generation and is certainly affecting the interpersonal relationships among college students in India.

Social Networking Site (SNS) as the name itself suggests, is a basic platform for connecting people with different cultures, societies and different types of people living all over the world. In this modern era everybody is preoccupied by their works and it became difficult to meet each other personally, in this type of situation social networking sites has played a vital role in providing virtual platform like Skype, Twitter, Instagram, Whatsapp, video chatting connecting dear and far relatives and friends. Social networking sites are varied.

Shen, & Khalifa (2010), Facebook usage among Arabic college students: preliminary findings on gender differences. University of Wollongong Research Online. International Journal of e-Business Management, vol. 4, no. 1, 2010. This study was conducted to analyse gender differences in relation to the use of Facebook among Arabic students. This study was comprised of both questionnaires and a focus group. This study found that Arabic females who used social networking sites found themselves to feel an increased independence compared to that of males. Female students also found that Facebook was a place that they could express their opinions freely and that it plays a very important role in empowering women. Male students were more wary of other Facebook users whereas the female students were more trusting of the information others shared. Women were less likely to perceive spending time on Facebook as 'wasting time' compared to males.

Meena, Mittal & Solanki (2013), Problematic use of social networking sites among urban school going teenagers, <u>Industrial Psychiatry Journal</u> 21(2):94-7

This study was based on the problematic use of social networking sites on school going teenagers in India. A cross-sectional study was used to carry out the research. 200 students were used as participants. This report states that problematic use of social networking sites is characterized by excessive indulgence in social networking use which affects the individual at an academic and co-curricular level as well as their interpersonal and social skills.

Dr. Savita GUPTA (2018), Social Networking Usage Questionnaire: Development and Validation In An Indian Higher Education Context, Turkish Online Journal of Distance Education, ISSN 1302-6488 Volume: 19 Number: 4 Article 13

This study was an attempt to clarify the construct of social networking by developing a reliable and valid questionnaire measuring social networking usage. The findings revealed that social networking usage can be decomposed into four factors: academic; socialization; entertainment and informativeness. The internal consistency indices, Cronbach's alpha of social networking usage (α= .830) indicates good internal reliability. The findings revealed that the newly developed questionnaire has significant psychometric features.

The Social networking sites usage can be seen by almost every student. Students are using different social networking sites through different applications in their smart phones, personal computers, desktops, etc. for the easy access and also for the multiple purposes. Hence the study identify the usage of Social networking Sites by the university Students. And of course the study also reaches to the different perspectives in the usage of social networking sites by every users.

2. OBJECTIVES

- To identify the various Social Networking Sites usage by the University students.
- To determine the purpose of the usage of Social Networking Sites by the University students.
- To suggest the measures for positive impact of Social Networking sites usage among University students.

3. RESEARCH METHODOLOGY

The study conduct will be the questionnaire method to examine the usage of SNSs among university students of Haryana.

The target **population** of the study included the university students of Haryana. Convenience sampling technique used as per the convenience of the researcher for the study from the university students. Various college students were selected to provide the convenience sample. Questionnaire on the "Usage of Social Networking Sites" was distributed to the students of the university. Pilot study was conducted on few students and after the necessary modification was incorporated by the researcher.

A total of 200 **samples** (SNSs users) were collected from the target population on the bases of convenience out of which males and females were selected via random sampling technique.

Sex	Number	Percentage
Male	74	37%
Female	126	63%
Total	200	100%

Tool: Questionnaire **"Usage of Social Networking Sites"** developed and validate by Dr. Savita GUPTA and Liyaqat BASHIR, in an Indian Higher Education Context.

(Social Networking Usage Questionnaire: Development and Validation in an Indian Higher Education Context. Year 2018, Volume: 19 Issue: 4, 214 - 227, 01.10.2018)

The questionnaire is comprises of 19 items divided into four main dimensions Academic, Socialization, Entertainment and Information. Questionnaires are in Likert-type scaling with five options from Always, Often, Sometime, Rarely to Never.

S.No	Dimension	Number of Items	Total
1	Academic	3,9,12,13,14,17,18	7
2	Socialization	1,2,6,7,8	5
3	Entertainment	11,15,16,19	4
4	Information	4,5,10	3
			Total items 19

4. OPERATIONAL DEFINITIONS

Social Networking Sites (SNS)

SNS refers to any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. These include; Facebook, Google Plus, Twitter, myspace etc. Snss can be used to describe community-based Web sites, online discussions forums, chartrooms and other social spaces online.

5. RESULT AND DISCUSSION

Objective 1: Social Networking Sites usage by the University students

This objective is to understand the popular social networking sites among the youth. With the new technology almost daily new social networking sites are developed, even the existing applications are keep on modifying with new features. The common responses received from the social networking users on the basis of the questionnaire used by the researcher are:

List of the social networking sites used by the university students.

1. Facebook	2. Whatsaap	3. YouTube	4. Instagram	5. WeChat
6. TikTok	7. Telegram	8. Snapchat	9. Twitter	10. LinkedIn
11. Quora	12. iMessage	13. Pinterest	14. Skype	15. Hike
16. Google	17. ShareIt	18. Tinder	19. Meetup	20. Hotstar
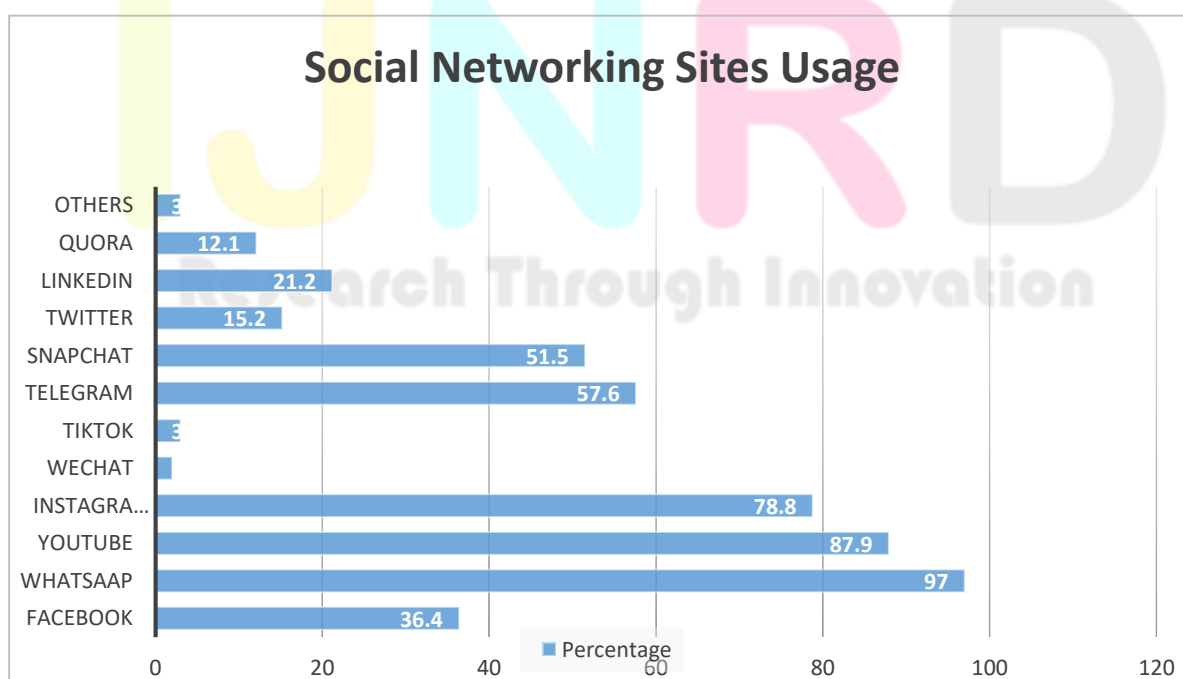
According to the study the most popular and commonly used social networking sites is "Whatsapp" and second popular "Youtube" among youth.

Objective 2: To determine the purpose of the usage of Social Networking Sites by the University students.

1. **Academic**: Students are using the SNS for multiple purposes. Students are using the media and ICT for connecting with the people for the academic purpose. "Whatsaap" is the popular application where almost all the faculties and the students are creating the groups to be connected. Students get together outside the class for the collaboration and exchanges the ideas about their assignments and projects.

Second popular SNS is the "Youtube". The researcher found it very common in the youth at the university level. It is very common and popular for the academic purpose as for any topics or content there is many videos uploaded of different teachers and students as well. Students find this platform an easy available learning and reading site. SNS are used for communicating, exchanging ideas with batch mates and formulating group discussions. SNS can play a role of great learning platform, where the user can get updates regarding friends and family, learn about the basic skills of all profession, learn about what's happening in the world, and can receive the breaking news instantly.

2. **Socialization:** SNS is not only used for the academic but also for the socialization purpose. Different social networking sites are available for connecting the people to communicate. Social networking enhance the user's interaction by removing the barriers of time and distance. The SNS like whatsaap and instagram, people can communicate and talk face to face with anyone in the world. SNS help people to stay in touch with family, friends, find new friends through similar interests etc.

3. **Information**: SNS are used for the purpose of the information purpose. Youth using the SNS for job related information and regarding current social events. Through different social networking sites people are connected together and keep sharing their need like job, material, marketing etc.

Marketing information can be receive though SNS to increase brand recognition and encourage brand loyalty. Social media marketing plays the role to promote the brand's voice and content.

All new breaking news of social events are easily available within small span of time. The social voice related to politicians information, geographical information, terror, natural climatic change etc. Almost all the news are available on the social media. Even due to some political pressure few things are not published in newspaper and not shown by TV media such events are easily available for the youth for their awareness. (Indian News: like Ladakh Protest by Sonam Wangchuk). There is the great impact of SNS on youth because they are 24*7 hours available on their SNS platforms.

4. **Entertainment:** SNS is also used by SNS users for entertainment purpose. Facebook, Instagram and other social networking platforms are increasingly becoming a multimedia entertainment platforms providing more content sharing and more app support.

Top entertaining Social Networking sites are Tiktok, Youtube, Instagram reels, Snapchat Discover etc. Social media entertainment has rapidly expanded. Students can watch short films, short series, music videos, their

favourite celebrity or actor's interview and so much more for their entertainment through the social networking sites they often use.

Social media Application has become the epicentre of entertainment for the youth. And due to which they keep their application handy in their phones. Almost 100% of the students in data collection accept that they use SNS on their mobile phone. And average responses accepted to have maximum six application in phone which is frequently used by them. (Demographic questions of questionnaire)

Students keep on scrolling their phones while traveling (in public transports metros and buses). Most of the students, even **misuse** the platform of the SNS by wasting the time on the networking sites while eating, learning, working etc.

Objective 3: To suggest the measures for positive impact of Social Networking sites usage among University students.

There are positive as well as negative impact on the students of usage of SNSs by them in daily life. Negative impact like lack of privacy, misinformation, users vulnerable to crime, advertisements, degrade the grades of academic scores, a waste of time, etc. Irrespective of negative, there are positive impact as well.

I.Academic

- Faculties are able to collaborate and communicate with students and one another by creating Class groups.
- Students have easy, free access to resources online to help them in learning and teaching.
- Reduce the absenteeism and improvement in grades.
- Maximum strength of the students report that they use SNSs to discuss educational topics and also use to communicate regarding projects and assignments.

II.Job Opportunities

- SNSs are best for professionals for marketing, connecting and finding business opportunities.
- Employers find employees through advertisements. Fresher can easily search for the internship ideas and placements. Job recruiters hire via LinkedIn, Facebook, etc.
- Social Networking sites have created thousands of jobs and news awareness of income.

III.Social Benefits

- Students make new online friends and get followers. 57% of student make new friends online for socialisation.
- Social media allow students to communicate with friends and family which strengthens the relationships. Students says being online helps them to stay in touch with friends they don't see regularly.

IV.Politics

- SNSs give awareness to the voters about their political parties.

- Social media facilitate political changes. Online networks give social movements a quick, cheap method of disseminating information and mobilizing people.
- Voter's participation is increased.

6. Conclusion

Social Networking sites are very popular among college students. WhatsAap, YouTube, Facebook, Instagram, Twitter, LinkedIn and Blogs were found to be very commonly used and widespread SNS among the university students.

Facebook estimates that it now has 500 million active users, with 50% of them logging in every day. According to the report, 72 % of high school students and 78% of university students spend time on social media sites like Facebook, Instagram, and twitter. And now a days students spending more time on WhatsAap for several reasons.

WhatsAap Messenger has the potential in higher education to support teaching and learning. Statistics have shown that there were 1.2 billion active monthly users of WhatsAap in 2017(Statista, 2017). Whatsaap messenger is a smartphone and web-based instant message application that allows users to exchange information using a variety of media including text, images, videos and audio messages. WhatsAap is consider to be free, easy to use, fast, convenient, personal mode of communication. In the study the researcher found that WhatsAap is one of the most popular SNSs among university students.

The use of WhatsAap does not required any infrastructure in Education. Students own the hardware (smartphone) also they can download the software for free. It can be used for teaching and learning to bridge the gap of digital divide among students.

References:

- Arjun, M., and Juna, B. "A study on the impact of social networking sites among higher secondary students."International Journal of Social Sciences & Management, 2(4), 2015.pp. 339-342.
- Chen, Y. F., &Peng, S. S. "University students' Internet use and its relationships with academic perfor-mance, interpersonal relationships, psychosocial adjustment, and self-evaluation."CyberPsychology&Behaviour, 11, 2008, pp. 467–469.
- Domizi. "Social Media in Higher Education, Social Media in Higher Education: A LiteratureReview."Research and Directions, 2013. pp. 1-26.
- Hossain, Arshad&Debnath, Debabrata."Internet addiction among the students of 10+2 level in the West Bengal and its relation with social adjustment."International Journal of Advanced Research in Education & Technology, 3(4), 2016, pp. 114-116

• Huseyin, B., & Nadire, C. (2010). The most preferred social network sites by students. Procedia - Social and Behavioral Sciences, 2,5864-5869 Retrieved from http://doi.org/ 10.1016/j.sbspro.2010.03.958.

• Iorliam, A., & Ode, E. (2014). The Impact of Social Network Usage on University Students Academic Performance: A Case Study of Benue State University Makurdi, Nigeria. International Journal on Computer Science and Engineerin,.6(7),275-280.

• Jain, M.R., & Gupta, P. "Impact of Social Networking Sites in the Changing Mindset of Youth on Social Issues - A Study of Delhi NCR Youth."Researchers World - Journal of Arts, Science & Commerce, Vol 3, 2(2), 2012,pp36 – 43.

• Junco, Heibergert, and Loken et al."The Impact Of Social Media And Social Networks On Education And Students of Pakistan."IJCSI International Journal of Computer Science Issues, 9,2011, pp. 407-410.

• Khan, Shahzad."Impact of social networking websites on students."Abasyn Journal of Social Sciences. 5(2), 2015,pp. 56-77.

• Khurana, N. "The impact of social networking sites on the youth."Journal of Mass Communication & Journalism, 5(12), 2015, pp. 1-4.

• Kuppuswamy, Sunitha., &Shankar, Narayan P. B. (2010). The Impact of Social Networking Websites on the Education of Youth. International Journal of Virtual Communities and Social Networking. DOI:10.4018/jvcsn. 2010010105

• Lin, K. Y., & Lu, H. P. (2011). Why people use social networking sites: An empirical study integrating network externalities and motivation theory. Computers in Human Behavior, 27(3), 1152–1161.

• Manjunatha, S. (2013). The Usage of Social Networking sites Among the College Students in India. International Research Journal of Social Sciences,2(5),15- 21.

• Masthi, N R Ramesh.,&Mallekavu, Pruthvi S, Phaneendra. "A comparative study on social media addiction between public and private high school students of urban Bengaluru, India."ASEAN Journal of Psychiatry, 18(2), 2017, pp.206-215

• Mensah, S.O., &Nizam, I. "The impact of social media on students' academic performance- a case of Malaysia tertiary institution."International Journal of Education, Learning and Training, 1(1), 2016,pp. 14-21.

• Mohamed, Haneefa K., & Sumitha, K. (2011). Perception and Use of Social Networking Sites by the Students of Calicut University. DESIDOC Journal of Library and Information Technology. 31, 4; 295-301.

• Rosen, L. D., Whaling, K., Rab, S., Carrier, L.M. and Cheever, N.A. "Is Facebook creating "iDisorders"?The link between clinical symptoms of psychiatric disorders and technology use."Attitudes and Anxiety. 29(3), 2013, pp. 1243-1254.

• Salehan, M., &Negahban, A. "Social networking on smartphones: When mobile phones become addictive."Computer Human Behaviour, 29(6), 2013,pp. 2632–9.

• Sharma, Suraj.,&Godiyal, Sunita. "A study on the social networking sites usage by undergraduate students." Online International Interdisciplinary Research Journal, 6(3), 2017,pp. 157-163.

• Taylor, Gina &Rozi, Kristina Current Issues and Trends: Social Networking (Report). CiteSeerX 10.1.1.395.234, 2010.

• Meena, Mittal & Solanki (2013), Problematic use of social networking sites among urban school going teenagers, Industrial Psychiatry Journal 21(2):94-7

- Shen, & Khalifa (2010), Facebook usage among Arabic college students: preliminary findings on gender differences. University of Wollongong Research Online. International Journal of e-Business Management, vol. 4, no. 1, 2010.

- Dr. Savita GUPTA (2018), Social Networking Usage Questionnaire: Development and Validation In An Indian Higher Education Context, Turkish Online Journal of Distance Education, ISSN 1302-6488 Volume: 19 Number: 4 Article 13

- (PDF) Positive and Negative Impact Social Networking Sites on the Adolescents (researchgate.net)

- The impact of social networking sites on students' social wellbeing and academic performance | Education and Information Technologies (springer.com)

APPENDIX

SOCIAL NETWORKING USAGE QUESTIONNAIRE

Please complete the following demographic information.

1. Name: _____
2. Name of College/University: _____
3. Programme: _____
4. Age: _____
5. Gender: Male [   ] Female [   ] Other [   ]
6. How many social networking sites do you use? _____
7. How many hours approx. do you spend on social networking sites a day? _____
8. Do you have social networking sites on your mobile phone? Yes [ ] No [ ]
9. If 'yes' how many? _____
10.   Please tick all social networking sites you use.
o Facebook [ ]
o Twitter [ ]
o Instagram [ ]
o LinkedIn [ ]
o Tumblr [ ]
o Ask.fm [ ]
o Other [ ]
o ....
o ....
11.   How often would you check your social networking site?
o Once a week [ ]
o Few times a week [ ]
o Once a day [ ]
o 2-3 times daily [ ]
o 3-5 times daily [ ]
o 5+ times daily [ ]

INSTRUCTIONS

This is a questionnaire that attempt to measure the social networking usage of an individual. The items of the scale are given in statement form. You are requested to read each statement carefully and give your response by putting a

tick (✓) mark only that option which you find that is most appropriate and true in your case. There is no right /wrong answer.

Example: Always Often   Sometimes Rarely   Never

I use social networking sites for sharing pictures.   ☐   ☐   ☐   ☐   ☐

In the above statement, if you feel the correct response could be Always, then put tick (✓) in that column. Please do not leave any statement unattempt. There is no time limit. Your responses will be used for research purpose only and the responses will be always kept confidential.

Sr.	Statements	Always	Often	Sometimes	Rarely	Never
1	I use social networking sites to become more sociable.					
2	I use social networking sites to keep in touch with my relatives.					
3	I use social networking sites to seek help from my teachers.					
4	I use social networking sites for getting jobs related information.					
5	I use social networking sites to share new ideas.					
6	I use social networking sites to create my social identity.					
7	I prefer using social networking sites to attending social gathering.					
8	I use social networking sites to get information regarding current social events.					
9	I use social networking sites for online academic group discussion.					
10	I use social networking sites for reading news.					
11	I use social networking sites for sharing pictures.					
12	I use social networking sites to do research work.					
13	I use social networking sites to learn about my curricular aspect.					

14	I communicate with my friends via social networking sites for preparation of exam.					
15	I use social networking sites to get relief from academic stress.					
16	I use social networking sites for watching movies.					
17	I use social networking sites for collaborative learning.					
18	I use social networking sites to solve my academic problem.					
19	I use social networking sites to look at funny sharing.					