

Analyzing Viewpoint of students of University of Jammu towards the Use of Social Networking Sites

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Abstract

The paper explores the viewpoint of the students of the University of Jammu towards the utilization and usage of social networking sites. Utilizing the social networking sites for various purposes like entertainment, education, socialization, etc. is very common among the masses. A social networking site is an internet based platform that is often used to exchange information, support communication and socialization. To facilitate the purpose of the study, a survey was conducted using the questionnaire method and it was created by using the Google forms.

The data collected from the respondents was examined and the results obtained shows how the students of the University of Jammu make use of social networking sites to get their needs fulfilled, the purpose of using such sites and their competency level. It also reveals the information retrieving ability of the students from social networking sites and satisfaction level with retrieved information.

Keywords: Information, Social Networking Sites, Social media, Utilization.

Introduction

Social networking sites have become an important part of our society and have greatly influenced our society. It helps in the exchange of information and information has a very important role to play in day to day life. Social networking sites include a span of new information and supports communication tools working on devices like smart phones, laptops, desktop computers, etc. Students can avail social networking sites for fulfilling various motives and gain advantage from them.

The COVID-19 pandemic has significantly affected the education system and the students' behaviour in acquiring information. There has been a shift from using the traditional sources of information like books and print journals to online databases and other material available over the internet and social networking sites, in this regard, have been very convenient and have

greatly helped in fulfilling the needs of the students.

Objectives

The objectives of this study may be written as follows:

- To find out the awareness among the students regarding social networking sites and their usage.
- To become aware of the purpose of using social networking sites.
- To reveal the contentment with the content retrieved by exploiting social networking sites.
- To establish the applicability of social networking sites in academic and research purposes.

□ To know about the legal and ethical norms of using social networking sites.

□ To find out the information retrieving ability of the students by making use of social networking sites.

Scope of the research

The present research is mainly aimed to know about the attitude towards the utility of social networking sites of the students of the University of Jammu. The data gathered from the questionnaires is analysed and tabulated to know about the purpose, awareness, competency and satisfaction level of the students while using the social networking sites.

Research Methodology

For the collection of data about the present study, the survey method of research was adopted. Hence, a questionnaire was designed by using the Google forms and was distributed online among the students of the University of Jammu to obtain the necessary information and 96 responses were obtained.

Data gathered from the questionnaires was examined to understand the attitude of the students of the University of Jammu towards the use of social networking sites.

Data Analysis

1. Gender of the respondents

Below table (1) shows the gender wise distribution of the respondents. The female participation in the survey is 52% while that of males is 48%.

Table 1: Gender of the respondents

Gender	Percentage (%)
Female	48
Male	52
Total	100

2. Age of the respondent

The following table (2) shows the age bracket of the respondents in which they fall. The study reveals that the respondents were mainly lying in the age group of 22-25 years (83.3%). The rest is shown in the table below:

Table 2: Age group of the respondents

Age group of the users	Percentage (%)
18-21	6.3
22-25	83.3
26 and above	10.4
Total	100

3. Awareness regarding the use of social networking sites

The respondents were interrogated regarding the awareness of use of social networking sites and were asked to rate themselves on a scale of 0-5 which is evident from below table (3) and figure (1) as well:

Table 3: Awareness regarding use of social networking sites

Rating	1	2	3	4	5
Percentage (%)	0	14.6	7.3	33.3	44.8

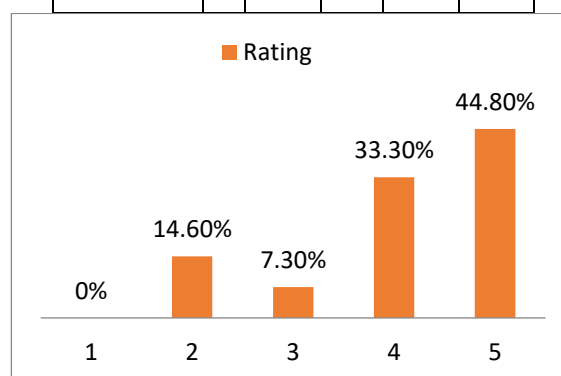


Fig. 1: Awareness of usage of social networking sites

As we can see from above Table 3 as well as Figure 1, the students are well aware about use of social networking sites and most of them have given themselves ratings of 4 and 5 (33.3% and 44.8% respectively).

4. Motives of browsing and using social networking sites

The students were enquired about the motive behind using social media and networking sites and they had mixed kind of feelings. It can be observed from the below table (4) and figure (2) that the major motives behind browsing and using the social networking sites was entertainment (66.7%) and to search for opportunity (48%), others being: to socialize (35.4%), education (28.1%) and any other motive (25%).

Table 4: Motives behind using the social networking sites

Motives	Percentage (%)
Entertainment	66.7
Education	28.1
To socialize	35.4
Search for opportunity	48
Any other	25

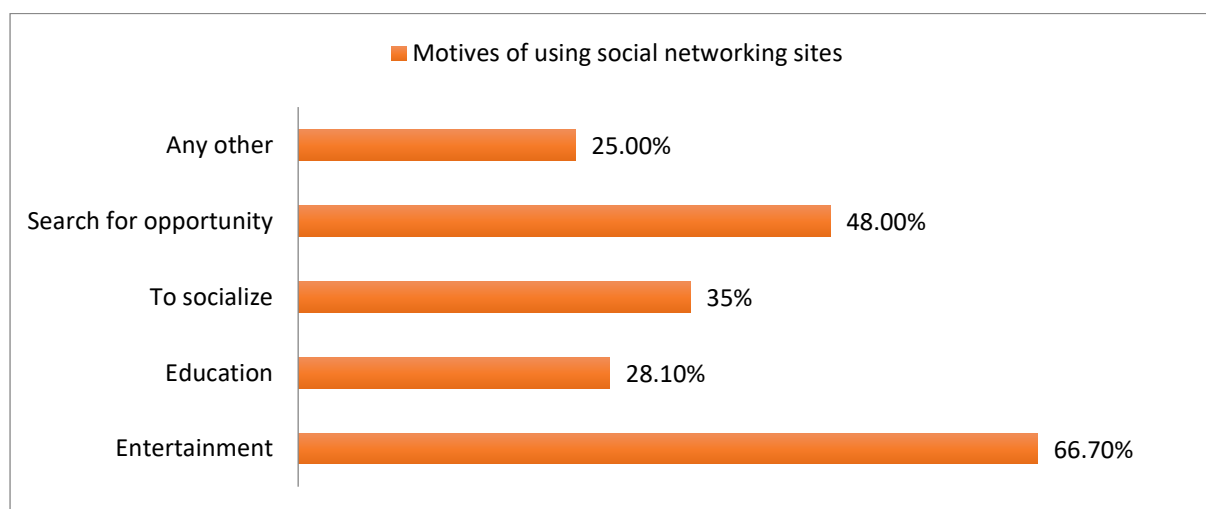


Fig.2: Purpose of using the social networking sites

5. Networking sites used

In response to the question about which networking sites are used, the respondents had the choice of opting more than one option. The following table (5) and figure (3) shows the networking sites used by the respondents to get their needs fulfilled.

Tumblr	8.3
Quora	11.5
Academia	6.25

Table 5: Networking sites used

Networking site	Percentage (%)
Whatsapp	97
Facebook	32.3
LinkedIn	3.1
Twitter	27

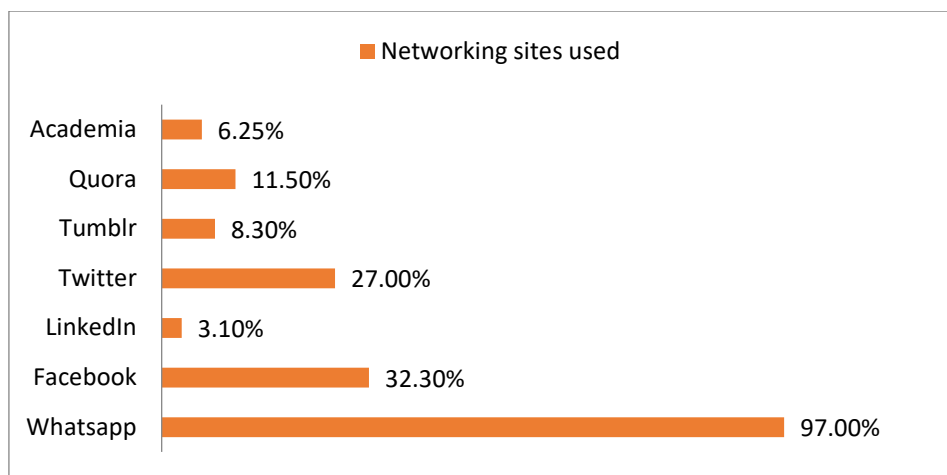


Fig. 3: Networking sites used

6. Time devoted to social networking sites

Table (6) and figure (4) shows the average time spent by the students on a diurnal basis on social networking sites for various purposes. 9.4% of students devote less than an hour, 38.5% devote 1 to 2 hours, similar percentage (38.5%) of the students devote 2 to 4 hours and 13.6% devote more than 4 hours to social networking sites on a daily basis.

Table 6: Time devoted to social networking sites

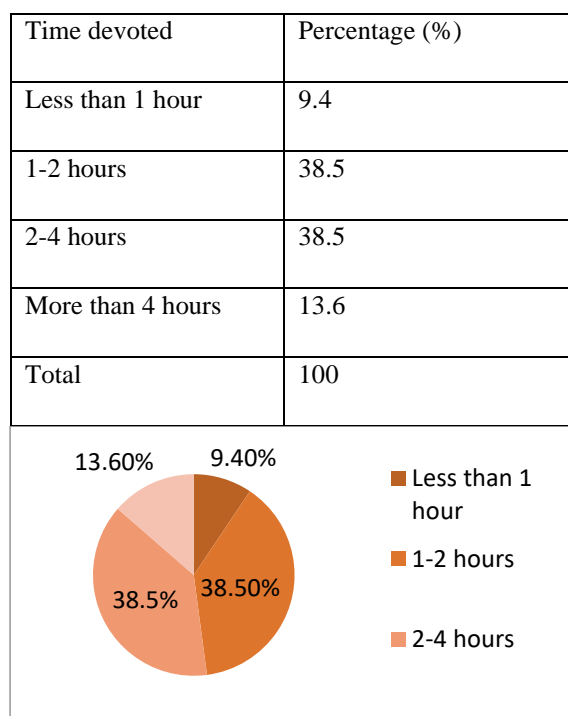


Fig.4: Time devoted to social networking sites

7. Applicability of social media and social networking sites in academic and research purposes

When the respondents were asked if there is applicability of social networking sites in academic and research purposes, most of them (83.4%) responded as yes, i.e. they do believe that social networking sites are useful in academic and research activities and 13.5% students have responded as no, i.e. they don't consider social networking sites applicable for such purposes and remaining 3.1% of the students were not sure about the applicability of social networking sites in academic and research purposes.

Table no. 7: Applicability of social media and networking sites in academic and research purposes

Applicability	Percentage (%)
Yes	83.4
No	13.5
Can't say	3.1
Total	100

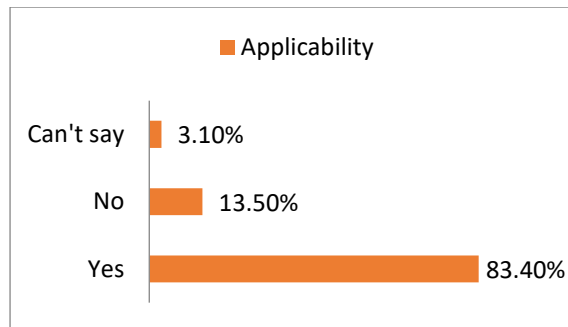


Fig.5: Applicability of social networking sites in academic & research purposes

8. Addiction to social networking sites

The students of the university were asked whether they feel addicted to social networking sites.

72.9% of the respondents mentioned that they were not addicted to the use of social networking sites, 22.9% respondents found themselves addicted, whereas 4.2% of them were not sure about it.

Table no.8 Addiction to social networking sites

Addiction	Percentage (%)
Yes	22.9
No	72.9
Can't say	4.2
Total	100

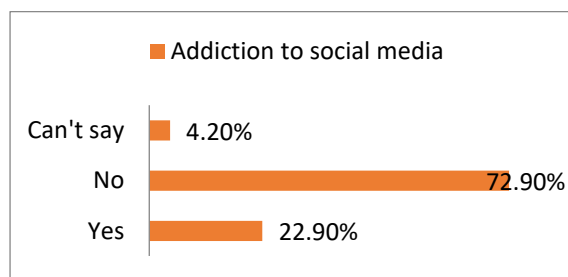


Fig.6: Addiction to social networking sites

9. Respondents' liking about the social networking sites they use

The respondents were inquired of the factor leading to their liking about the particular social networking site they use and the results obtained

are shown in the following table (9) and figure (7) also:

Table 9: Liking about the social networking sites

Factor	Percentage (%)
Availability	37.5
Ease of language	12.5
User friendly interface	50
Total	100

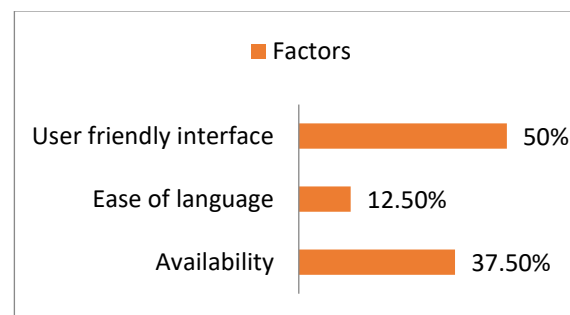


Fig. 7: Liking about the social networking sites

The factors that the students like or look for in a social networking site are: easy availability (37.5%), ease of language (12.5%), and most importantly a user friendly interface (50%).

10. Level of competency while using social networking sites

The following table (10) shows the competency level of the respondents in the use of social networking sites:

Table 10: Competency level

Competency level	Percentage(%)
High	51
Moderate	37.5
Low	Nil
Can't say	11.5
Total	100

As seen in above table and below figure (8), 51% of the students are highly competent with the use of social networking sites, 37.5% are moderately competent and rest 11.5% could not analyze their competency level and marked “Can’t say” option in the questionnaire.

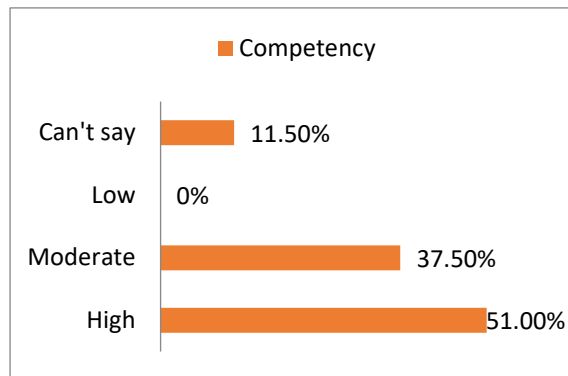


Fig. 8: Competency level

11. Legal and ethical norms while using the social networking sites

The respondents were questioned with respect to the understanding of the legal and ethical norms to make use of social networking sites as well as creating or reproducing any information. Their response to this has been shown in the below table (11) and figure (9):

65.6% of the students are aware and do understand legal and ethical norms involved with usage of social networking sites, 16.7% are not aware and 17.7% are not sure if they understand or follow such norms while social networking usage.

Table 11: Following legal and ethical norms

Response	Percentage (%)
Yes	65.6
No	16.7
Can't say	17.7

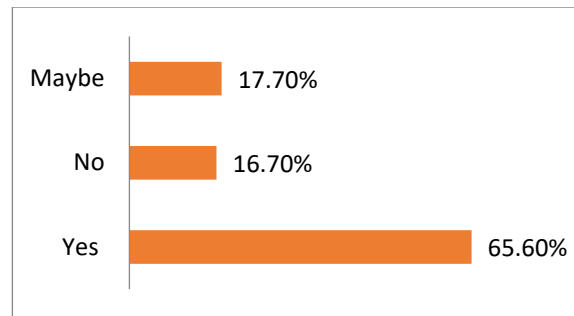


Fig. 9: Following legal and ethical norms

12. Satisfaction level with the content retrieved utilizing the social networking sites

The below table (12) and figure (10) discloses the satisfaction level of the respondents with the content retrieved using the social networking sites:

Table 12: Satisfaction level with the content

Satisfaction level	Percentage (%)
High	12.5
Moderate	33.3
Low	21.9
Can't say	32.3

As seen from table 12 and figure 10, 12.5% of the students are highly satisfied with content retrieved/fetched by utilizing social networking sites, 33.3% are moderately satisfied, 21.9% have low satisfaction and 32.3% opted “can’t say”, as they could not rate their satisfaction.

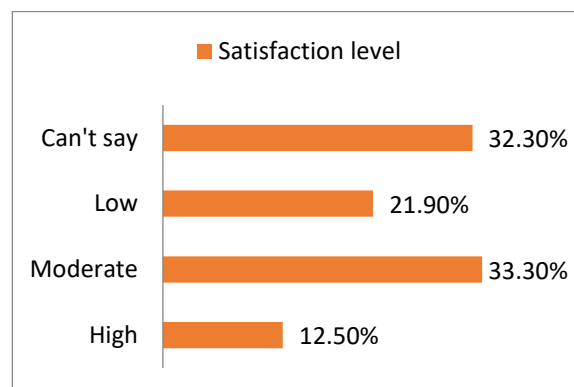


Fig. 10: Satisfaction level with the content

13. If time is being wasted availing the social networking sites

When the respondents were asked if they feel like time is wasted in availing the social networking sites, the following responses were obtained:

Table 13: Time being wasted using social networking sites

Response	Percentage (%)
Always	6.25
Sometimes	75
Never	18.75

6.25% of the students feel that availing social networking sites always involve wastage of time, majority students (75%) feel that only sometimes social networking sites involve time wastage and 18.75% never feel such a thing that they are wasting time on social media.

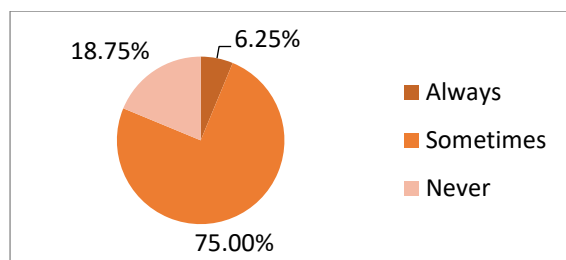


Fig. 11: Time being wasted using social networking sites

14. The extent to which social networking sites have helped in obtaining better grades

In response to the extent to which social networking sites are helpful in obtaining better grades, 32.3% respondents found them to be greatly helpful, 41.7 % respondents found them to be somewhat helpful whereas 26% respondents found them to be of no use in obtaining better grades.

Table 14: Social networking sites in obtaining better grades

Response	Percentage (%)
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Greatly helpful	32.3
Somewhat helpful	41.7
Of no help	26

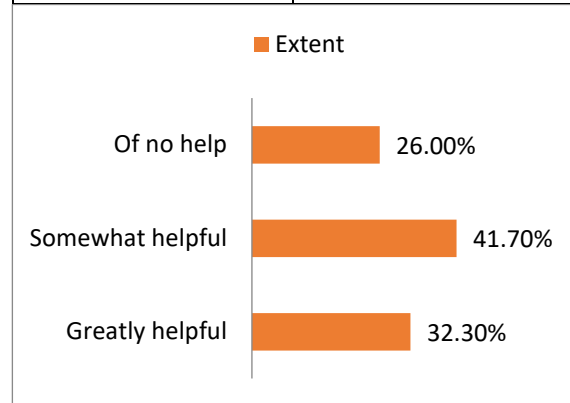


Fig. 12: Social networking sites in obtaining better grades

15. Information retrieving ability with the available sources through social networking sites

The following table (15) and figure (13) shows the information retrieving ability from the available sources:

Table 15: Information retrieving ability

Response	Percentage (%)
Whole of the information	6.25
Some of the information	75
Need for further information	18.75

While browsing through available sources on social networking sites, only 6.25% of the students could retrieve whole of the information they were looking for, 75% could retrieve some of the information and rest 18.75% felt the need for further information by searching other possible platforms.

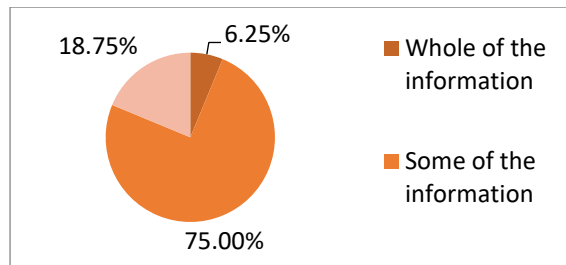


Fig no. 13: Information retrieving ability

Conclusion

The study reveals that the main purpose behind availing the social networking sites was entertainment (66.7%). The most used networking site was WhatsApp (97%). It also shows the time devoted by the students in availing and utilizing the social networking sites to fulfil different pursuits. Most of the students supported the applicability of social networking sites in academic and research purposes.

It also shows that most of the students (72.9%) are not addicted to social networking sites. The level of competency while using such sites was found to be moderate (37.5%) to high (51%). 65.6% of the students were aware of the legal and ethical norms while sharing and reproducing the content available on social networking sites. There were mixed feelings regarding the satisfaction level with the content retrieved through the social networking sites among the students.

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