

SOCIAL NETWORKING SITES INTENSION AND SHARING BY STUDENTS

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ABSTRACT

The present study was conducted to know the intension and sharing of using Social Network Sites (SNS) by students. Social networks, which have almost become part of our daily lives, have established new communication structures and behaviors in society. While citizens and students have already extensively used social networks for years and continuously increase their interest in the new communication technologies (Jay P. Kesan and Marko M. Skoric). The study was conducted in Leh and Nyoma twin districts using ex-post facto research design. The sample consisted of 100 respondents of aged between 18-25 years who were studying professional and non-professional degree courses. The results showed that Facebook was ranked I and it is the most popular and widely used social network site followed by YouTube and Twitter. Another finding of the study showed the difference between the Professional and Non-Professional students in their purpose of usage i.e. professional students used the social network sites for chatting, fun, to get information and for flirting others whereas Non –Professionals used for making friends and playing games. This study was helpful to understand why and how social networking sites are being used by the students. Social Network sites can be used to create awareness on social evils and to generate the knowledge.

Keywords : social network sites, students, intension, sharing

INTRODUCTION

Social networks, which have almost become part of our daily lives, have established new communication structures and behaviors in society. While citizens and students have already extensively used social networks for years, governments continuously increase their interest in the new communication technologies. Sites such as Facebook, Twitter, and LinkedIn provide a mechanism for individuals to come together based on a variety of factors such as existing friendships, common interests, or work. People have discovered how the use of social networks can facilitate communication and the exchange/sharing of thoughts and ideas (Suha Alawadhi and Jay P Kesan). Social networking sites (SNS) allow users to share ideas, pictures, posts, activities, events and interests with people in their network. Some of the social network sites commonly used are Facebook, Google+, YouTube, LinkedIn and Twitter etc. Social media adoption among internet users in India is around 84 per cent today. This translates to around 110 million social network users in India. Social networking sites offer a wide variety of resources and services such as messaging, blogging, sharing photos, audios and videos, group discussion, and distribution of applications. Youngsters, especially students, are the avid users of these sites. Students use these sites to create and share their identities and profiles

that may include personal information, pictures, blog entries, videos and music clips. These sites provide an online platform for students of diverse backgrounds and nationalities. This study was conducted to find out the intension and sharing of social network sites by students.

OBJECTIVE

To know the intension and sharing of using Social Network Sites by students.

METHODOLOGY

The present study was carried out to study the intention of usage and rank order preference of SNS sites among students. Ex-post facto research design was adopted for the present study. Leh and Nyoma blocks of Ladakh region Jammu & Kashmir, were purposively selected for conducting the study. The sample of the study was 100 students between 18-25 years of age group (50 professional and 50 non-professional degree students). The questionnaire was developed specifically for the present study. The data were collected using the questionnaire. The collected data were scored, tabulated, analyzed, and interpreted with appropriate statistical procedures.

RESULTS AND DISCUSSION

Table 1: Rank order preference of respondents for usage of SNS n=100

Sr. No	Social networking site	Weighted score	Rank order
1.	Facebook	929	I
2.	Twitter	898	II
3.	YouTube	1356	III
4.	Google plus	678	IV
5.	Skype	504	V
6.	Linked- inn	488	VI
7.	Yahoo	467	VII
8.	Instagram	409	VIII
9.	Google talk	363	IX

The results indicated that among all available social networking sites, Facebook was the most popular and widely used social media and ranked I by the selected students. Twitter and YouTube were ranked second and third respectively. mGoogle plus, Skype and Linked-Inn were ranked as IV, V and VI respectively. The other sites like Yahoo, Instagram and Google talk were less popular among students, hence they were ranked low. Varghese and Nivedhitha (2013) also found that Facebook was the most popular social networking

Use of Social Networking Sites**Table 2 : Purpose of usage of SNS by students**

n=100

Sr. No	Purpose	Professional (n=50)	Percent	Non –professional (n=50)	Percent
1	Chatting	49.0	98	48.5	97
2	Making friends	39.5	79	45.5	91
3	Commenting on others update	19.5	39	25.0	50
4	Fun of others	20.0	40	15.5	31
5	Entertainment	38.5	77	38.5	77
6	Games	29.5	59	37.0	74
7	Simply browsing(time pass)	29.5	59	28.5	57
8	Shares	33.5	67	34.5	69
9	Work related requests	29.5	59	34.0	68
10.	Work related browsing	33	66	37.5	75
11.	To gain knowledge / information	40.5	81	36.5	73
12.	Reading blogs	19.5	39	28.0	56
13.	Updating profile	36.5	73	33.5	67
14.	News update	33.5	67	33.0	66
15.	Flirting	20.5	41	07.5	15
16.	Any other	9.5	19	06.0	12

It was interesting to note that 98 per cent of professional degree students and 97 per cent of non-professional students used SNS for chatting. Another interesting finding of the study was that 81 per cent of professional and 73 percent nonprofessional course students

site among the Indian teenagers. The study by Stephen and Thanuskodi (2014) found top five commonly used SNS by the college students were Facebook, YouTube, Twitter, Orkut and LinkedIn Social networking sites. It has recently been reported that nearly three out of four teens and adult internet users between the ages of 18 and 29 use an SNS (Lenhart *et al*, 2008), and Facebook alone boasts over 800 million active users (Facebook, 2011). The SNS have the potential to improve learning experiences in a variety of ways, including improving communicative efficiency, providing positive social transformations, facilitating openness, and fostering learner participation, community building, and social presence. The internet, especially sites like Facebook and Myspace offer prominent places for youth to put themselves out there in a text/multimedia forum for others to see. Subsequently, students were able to garner an audience of as many or as few as they feel comfortable number with and also gain access to other teens with whom they would never regularly have any interaction. They can also experience self-disclosure effects via divulging personal information about themselves to others which can lead to development of interpersonal relationships varying degrees of intimacy, which may not be possible in face to face situation. (Schmitt *et al*, 2008).

used SNS for gaining knowledge and information. In contrast Non professional course students used SNS for making friends which was a major activity after chatting. The study revealed that majority of students (77%) of both professional and non-professional courses use SNS for entertainment.

Among nonprofessional students, 74 percent use SNS for playing games whereas; it was only 59 percent in case of professional students. It was surprising to note that majority of (73 %) professional and (67 %) non-professional use SNS to update their profile. Researchers Ellison *et al* (2007) also affirmed that most of the students use social networking as a medium to build and maintain friendships. The least important functions that SNS sites served were updating profile, flirting, reading blogs and work. Top three purposes for which SNS were used were chatting, making friends and news with and user sharing respectively (Reema and Gopal, 2014).

CONCLUSION

The study conducted that the most popular and most used site for students was the Facebook. All the selected samples have accounts in Facebook because of its user friendly interface, opportunity for relaxation and for maintaining relationships and features it has like uploading photos /status, comments, postings, sharing's, chatting, video calling, news updates, forming groups, etc. The next popular sites were YouTube, Google plus and Twitter. The most important activity of students irrespective of their course and gender was chatting in SNS. Another important finding was that majority of students pursuing professional courses used SNS to gain knowledge whereas majority of non-professional course students used SNS to make friends. These findings clearly suggest that students used SNS for making new friends and spending most of their time in strengthening their sense of belongingness among the peer group. Other activities of students in SNS were playing games, and entertainment. As more than 70 per cent of students were found to be using SNS for gaining knowledge, government officials who were at the helm of affairs, popular movie actors, cricket stars, famous politicians etc. can post messages in bullet form on burning issues in the country such as anti-corruption, anti-ragging, gender sensitivity, values and ethics, traffic rules, employment or educational opportunities etc.

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