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Research Article

PREDILECTION TOWARDS SOCIAL NETWORKING SITES: STUDENTS PERSPECTIVE

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ABSTRACT

Technological advancement and the increased availability of Internet enabled devices have significantly increased. The uses of social networking sites among the students have witnessed the rapid growth. It has gained a universal acceptance and has become an interactive tool for communication and social unity amongst students. This research has been undertaken to study the profile of students using Social networking sites. The sample for the study was 100, out of which there were 49 boys and 51 girls in the age group of 18-24 years. The sample, which was identified by screening, was selected using Judgment sampling technique. Self Devised Questionnaire was used along with some inquisitive factors on certain issues. Majority of respondents accessed Social Networking on their mobile phones and have created their account on those virtual sites by themselves. Face Book was the most preferred Social Networking used by the respondents. They have been using Social Networking sites on an average since 3 to 7 years. They are not aware that the profile on Social Networking sites cannot be created before the age of 18 years, and they say that their parents do not stop them from creating their profiles. Features that attract them are most on Social Networking sites since they are updating their status, along with chatting and Photo sharing.

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INTRODUCTION

In the new millennium era the Social Networking Sites have emerged as the most popular media of communication. There are several factors which have contributed to this rapid growth and development of social networking sites. Prominent among them include technological factors like improvements in software tools and the development of more powerful computers and mobile devices, social factors that influences the younger age groups and their usage of social networking, economic factors that are increasing the affordability of computers and software and growing commercial interests in social sites. The world has witnessed a shift in the focus of web applications towards social interaction, collaboration and networking. This development has also influenced education. Social Networking has become a new way of life in the field of education. Scholars have identified the ways and means for the inclusion of various networking applications in the learning process in higher education. The present study evaluated the impact of social networking sites on College students who are pursuing higher education in Coimbatore district of Tamilnadu.

Social Networking

The social network services allow the users to connect with other people of similar interests and background. The most

popular are Face Book and LinkedIn sites which allow people to build personal web pages and then connect with friends to share content and communication. The biggest social networks are Face Book, You tube, Twitter, Instagram and so on.

The Future of Social Networking

Social Networking sites are not only widely used, but they have become widespread in business. Social Networking icons are seen everywhere and it became almost unusual to see businesses or brands without them. Social Networking has enabled the internet marketers and website owners to enjoy great visibility of their websites across the world. Social Networking bookmarking has become quite popular. There are services that would bookmark a post or a website across dozens or even hundreds of social Networking services. These platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person. Modern businesses are using social Networking sites to promote their products and services in a brand new way. The Social Networking platforms serve multi-purposes and they continue to play a vital role in future.

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LITERATURE REVIEW

(Shohrwardhy & Hassan, 2014)⁷ This study attempts to obtain students' perceptions of the impact of social networking on their academic performance. And it is been discovered that students associate social networking sites in just a small proportion with academic usage who are mostly driven by entertainment needs followed by social needs. So, beneficially, the Government and the university governing bodies must concentrate on identifying the ways to divert the students' attention from the entertainment side to the academic side of social networking sites. This research paper is relevant as a preliminary observation of students' perceptions of social networking for academic purposes. It represents a positive benchmark regarding the development of the education system in Bangladesh. Social networking is used for different purposes such as fraud, transferring misinformation, odd presentation and plagiarism the statements of people in order to create misunderstandings for the users. These patterns negatively affect university students and divert their concentration from academic purpose to others. So the policy makers like the Ministry of Education and related affiliated bodies should assist the development of a digital education system that takes advantage of the potentially beneficial uses of social networking sites for academic purposes. Technology can enhance the teaching and learning experience, but it can also distract the attention of the users. Finally the responsibility of the professor to make sure that students remain focused on the objectives of the course.

(Seyfi & Guven, 2016)⁷ The Networking sites have become an important communication tool in the integration or disintegration part of the society in emergency situations, or to fulfill the urgent needs of individuals. The study was conducted by the researchers to examine the awareness levels of young people to determine their needs. A major part of the participants who took part in the research, use social networking sites to communicate with their friends and to follow the schedule prepared by them. Those virtual sites are becoming a growing platform on which people share both personal and social events and comment on them. The respondents stated that they connect to Social networking sites through the internet by using their cell phones and are becoming very active. The research has also stated that the time spent on social media and their information sharing is increased in emergency situations. On the other hand, it is seen that socialization is forceful among the youth who shares information widespread.

Statement of the Problem

Social Networking has become prominent tools of education, organization, participation and development. It have created virtual social spaces encouraging interaction, thereby broadening the appeal of the technology and promoting transitions back and forth from the platform to face-to-face engagement. The use of social networking interfaces through computer and mobile devices has become quite widespread and currently the two most prominent interfaces are FaceBook and Twitter. The social networking sites allow the users to build and maintain connections and invite others to join a community. The social networking sites are also widely used in educational institutions in India and abroad. Constant scientific

evaluation of social media application in higher education would boost the academic performance of the users and minimize the harmful effects in modern times. This study will be aimed to reveal the usage level of students in all fields and also to know whether they are being benefited through these social networking sites.

Objectives of the study

- To determine the usage of specific social networking sites by the students.
- To analyze the credibility over the information received from social networking sites.
- To understand the pros and cons of social networking sites known by the young students.
- To study the influence of social networking sites on the personal and professional life of the respondents.

RESEARCH METHODOLOGY

The objective of the research required the study of respondents aged 18-24years, the sample of 100 students was taken based on Judgment sampling. The respondents were chosen from different colleges affiliated with Bharathiar University, as representative of the youth, since Bharathiar University has an influx of students from all across India. The questionnaire was sent to around 250 students and of those some were discarded where the respondents were not users of social networking websites. 100 complete questionnaires have been analyzed for the purpose of this study. This paper incorporates the quantitative approach to study the research objectives.

Analysis and interpretation

S.No.	Particulars	Number	Percentage
1	Sites used by the students		
	Face Book	70	70
	Linked In	25	25
	Instagram	02	02
	Twitter	05	05
2	Time spent by the respondents		
	Above 2 hours	55	55
	1-2 hours	26	26
	Less than an hour	19	19
3	Purpose of Usage		
	Family and friends	33	33
	Entertainment	34	34
	General purpose	27	27
	Job and academic purpose	06	06
4.	Constrains and grievances of Social networking sites		
	Account privacy	70	70
	Hacking problems	19	19
	Spamming and adultery issues	04	04
	Fake profiles	07	07
5	Relationship buildings		
	Personal relationship	74	74
	Professional relationship	26	26
6	Positive and negative aspects		
	Positive effects of social networking sites	54	54
	Negative effects of Social Networking sites	46	46

It is to be inferred that above table shows that, majority of the students use face book, spent above two hours, for the purpose of entertainment who face certain grievances on the account privacy settings, which is mostly used for the personal relationship building rather than the professional development,

finally the usage of those social networking sites have a Positive impact on the users than the negative impacts.

Suggestions

Following are some of the suggestions made to the development of social networking sites and its services; these are based on the analysis of the survey and opinion given by the respondents:

- Provide the good Internet facility like Wi-Fi for accessing the social networking sites in the campus.
- Awareness must be created among students about Social Networking Sites and its security issues.
- In the field of education, online classes can be conducted through social Networking sites.
- It is advised that Information Technology facilities should be provided in each and every academic department in university.

CONCLUSION

The primary objective of the research undertaken was to throw light on how effectively has the usage of social networking sites affected the youth by evaluating both of its positive and negative aspects. With reference to the study it was evidently figured out how smart, intelligent, sharp and aware the youth is in the current era. The youth today is not only aware of what fits in best for them but are also keen and passionate to draw their own priorities and fix on to it. Similarly these sites serve to their purpose of connecting them with people all across the globe by not hampering their work hours and schedules. However, social networking sites offer them a platform to connect with new people, share experiences and gain exposure. Perhaps, like a coin with two sides, social networking sites also have in their own way adversely affected the youth positively or negatively. With reference to the expected outcome the study has diverted to a different angle wherein not only negative impacts have proven to exist through the usage of social networking sites but also the existence of positive impacts have occupied a place in an individual's life. The younger generation of today, especially students are not only techno savvy and socially existent but also symbolize the social consciousness.

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