

## PERCEPTION OF COLLEGE STUDENTS TOWARDS SOCIAL NETWORKING SITES

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### **Abstract**

*Social media effect almost everyone in the universe whether individuals, businesses, and society and also provide an equal opportunity to share thoughts, opinions, and share information. 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. Social networking sites enable students to get in touch with their friends, faculty members, and institutions and allow them to connect with more friends. Students can use these sites to create and share their identities and profiles that may include personal information, pictures, blog entries, videos and music clips. They can join groups and communicate with other students and faculty members by commenting on topics or by introducing topics that they hoped would encourage discussion. The present study aims to Identify the various Social Networking Sites popular in use among college students, to analyze the perception of college students towards Social Networking Sites and to measure the differences in terms of demographic variables, to identify the reason for using Social Networking Sites and to measure the level of satisfaction from the use of Social Networking Sites.*

**Keywords: Social Networking Sites, Perception, Satisfaction.**

## **I. Introduction**

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. Social networking sites enable students to get in touch with their friends, faculty members, and institutions and allow them to connect with more friends. Students can use these sites to create and share their identities and profiles that may include personal information, pictures, blog entries, videos and music clips. They can join groups and communicate with other students and faculty members by commenting on topics or by introducing topics that they hoped would encourage discussion.

According to Danah Boyd and Nicole Ellison (2007), Social networking sites can be said as “Web- based services that allow individuals to (1) construct a public or semi- public profile within a bounded system, (2) articulate a list of other users with whom they share a connection and (3) view and traverse their list of connections and those made by others within the system.”

## **II. Significance of the Study**

Social networking websites are currently being used regularly by millions of people Online. Social networking sites have changed the way people interact and communicate. Most students who are members to these online networking sites spend numerous hours on these sites. Social networking sites are getting more popular and it has become a vital part of our social life. The present study helps to identify the various sites used by college students, to analyze the perception of college students towards social networking sites and to measure the level of satisfaction from the use of social networking sites.

## **III. Statement of the Problem**

Internet is a very important element of life which cannot be ignored. Internet is used for educational purpose by a large community but unfortunately we have a large community including majority of students who use internet for only social networking sites. The social networking sites are gaining a lot of popularity these days with almost all of the students using one or the other such sites. Several social networking sites are developing day by day offering innovative services. The study of perception of college students towards social networking sites is significant as the student's community may notice these developments very easily. There can be differences in the perception of male and female students towards social networking sites. Similarly, the perception of students may differ depending on the programme and nature of college they study. Hence this issue on the perception of college students towards social networking sites is taken for study.

#### **IV. Scope of the Study**

The present study is conducted among college students in Malappuram District. The study is intended to identify the various social networking sites popular among college students, to analyze the perception of college students towards sites, to find out the reason for using sites and also to measure the level of satisfaction from the use of sites. The study is conducted among the students of government colleges, aided colleges, autonomous college and self financing colleges.

#### **V. Objectives of the Study**

1. To identify the various Social Networking Sites popular in use among college students.
2. To analyze the perception of college students towards Social Networking Sites and to measure the differences in terms of demographic variables.
3. To identify the reason for using Social Networking Sites.
4. To find out the time spend on using Social Networking Sites.
5. To measure the level of satisfaction from the use of Social Networking Sites.

#### **VI. Hypotheses of the Study**

1. There is no significant difference between the mean ranks of the opinion of students as regards reasons for using Social Networking Sites.

2. There is no significant difference between the mean scores of gender of students with regards to the perception about Social Networking Sites.
3. There is no significant difference between the mean scores of UG and PG courses studied by students with regards to the perception about Social Networking Sites.
4. There is no significant difference between the mean scores of students of various programmes studied with regards to the perception about Social Networking Sites.
5. There is no significant difference between the mean scores of nature of colleges of students with regards to the perception about Social Networking Sites.
6. There is no association between Average daily time spent on SNS and Gender of students.

## VII. Methodology of the Study

The population of the study constitutes college students selected from various colleges in Malappuram District. The sample size of the study is fixed as 200. Quota sampling method is used for selecting college students on the basis of the nature of college. 50 students each are selected from various categories of college such as government colleges, aided colleges, self financing colleges and autonomous college. The primary data are collected from students in Malappuram District and secondary data are collected from books, journals and internet. Questionnaire method is used for collecting primary data. The tools used for data analysis include percentage, ranking, Scaling, Mean, Standard Deviation, Friedman's test, Mann Whitney (U) test, Kruskal Wallis (H) test and Chi- Square test. The analysis of data is made with the help of SPSS (Version19.0)

## VIII. Results and Discussion

**Table No.1**

**Demographic Profile of Respondents**

Variable	Category	Frequency	Percentage
Gender	Male	107	53.5
	Female	93	46.5

<b>Course</b>	UG	118	59
	PG	82	41
<b>Programme</b>	Commerce	63	31.5
	Science	60	30.0
	Arts	77	38.5

Out of 200 students selected, 53.5% of respondents are Males, 59% are under graduate students and 38% are Arts students and around 30% each are commerce and science students.

**Table No -2**

### Accounts in Various SNS

<b>Social Networking Sites</b>	<b>Frequency</b>
Face book	200
WhatsApp	200
Instagram	120
Twitter	107
Google+	76
Skype	84

All the 200 selected students have account in WhatsApp and Face book, 120 students have account in Instagram and 107 have twitter account, 76 have account in Google + and 84 respondents have accounts in Skype.

**Table No - 3**

### Average Daily Time Spend on SNS

<b>Times</b>	<b>Frequency</b>	<b>Percent</b>	<b>Cumulative Percent</b>
Below 1 hour	35	17.5	17.5
1 to 2 hours	50	25.0	42.5
2 to 3 hours	60	30.0	72.5

3 to 4 hours	25	12.5	85.0
More than 4 hours	30	15.0	100.0
<b>Total</b>	<b>200</b>	<b>100.0</b>	

With respect to “Average Daily Time Spend on SNS”, 30% students spending 2 to 3 hours, 17.5% students are spending below 1 hour, and 15% students are spending more than 4 hours.

**Table No - 4**

**Level of Satisfaction**

SNS	Level of Satisfaction					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Strongly Dissatisfied	
Face book	99	80	12	5	4	200
WhatsApp	96	88	7	5	4	200
Instagram	40	60	12	5	3	120
Twitter	55	31	6	10	5	107
Google+	15	50	5	3	3	76
Skype	25	40	6	9	4	84

The above table shows the level of satisfaction and students towards various social networking sites. Majority of the students are satisfied with the use of SNS.

**Table No - 5**

**Reason for using SNS**

Reasons	Frequency
Chatting	135
Games	115

Share Videos / Images	120
Academic Purpose	98
Time Pass and Recreation	104

The analysis of reason for using SNS reveals that 135 respondents are using SNS reason for Chatting, 120 respondents for Share Videos / Images and 98 respondents for Academic Purpose.

**Table No 4.47**

**Perception towards SNS**

Perception	Mean
Informative	3.57
Trust	3.32
Sharing	3.53
Entertainment	3.25
Irritating	3.14

The overall analysis of perception towards SNS reveals that students have a positive attitude and good perception towards SNS. The most preferred factor is Informative and second factor is Trust and the least preferred factor is Sharing. The mean values obtained for the first four factors such as informative (3.57), trust (3.32), sharing (3.53) and entertainment (3.25) are high which shows the agreement of respondents towards the statements.

**Table - 5**

**Results of Hypotheses Testing**

Null Hypotheses	Testing	Test	P Value	Result
No significant difference between the mean ranks as regards reasons for using SNS	Difference between mean ranks	Friedman	0.000	Significant difference between the mean ranks
No significant difference between the mean scores of gender as regards perception	Difference between mean scores	Mann Whitney U	0.072	No significant difference between the mean scores of gender
No significant difference between the mean scores of UG and PG students as regards perception	Difference between mean scores	Mann Whitney U	0.166	No significant difference between the mean scores of UG and PG students
No significant difference between the mean scores of	Difference between mean	Kruskal Wallies	0.469	No significant difference between the mean scores of

students of various programmes studied as regards perception	scores	(H)		students of various programmes studied
No significant difference between the mean scores of students of various types of colleges as regards perception	Difference between mean scores	Kruskal Wallies (H)	0.244	No significant difference between the mean scores of students of various types of colleges
No association between average daily time spent on SNS and Gender	Association	Chi-square	0.021	There is association between average daily time spent on SNS and Gender

## IX. Conclusion

Social Networking Sites are fast emerging as powerful and unparalleled tool to share information, share opinion, connect people across domains and cultures, bring participation and above all to communicate as never before. Social networking media are developing every day to make users easy to access. A social media is a common targeting advertising formation based on non-personally identifiable. It is a standard targeting stage that conveys the message for certain group by ensuring their characteristics and interests. As per this study Majority of respondents have account in social networking sites and also said that they are not addicted to Social Networking Sites. The main objective of the study is to find out the influence of social networking sites among students. A majority of respondents are not being faced any problems relating to social networking sites. It can be concluded that Social Networking Sites plays an important role in our society.

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