



Perception and use of social networking sites (SNS) among the students of University of Agricultural Sciences, Dharwad with Special Reference to College of Agriculture, Vijayapur

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Abstract

This study was carried out to investigate the use of social networking sites among the undergraduate students of UAS, Dharwad students at the College of Agriculture, Vijayapur. In the context of today's electronic media, Data was collected using a 5-point Likert scale questionnaire. A number of 160 undergraduate students were randomly selected. The study found that a majority of the students were aware of social networking sites and use these sites for friendly communication. The response rate is 65.62 % the findings revealed that WhatsApp 4.24 Mean value and YouTube 3.49 purposes of using social networking sites. Use of social networking sites are very fairly from Hostel/Room with a mean value of 4.31 SD being 0.84 the majority of scoring 74(73.27%) different types of Mobile Devices to use Social Networking Sites.

Keywords: devices, time, satisfaction, SNSs, location, purpose

1. Introduction

Development in science and communication technologies has increased even more in the 21st century. A social networking site is an online place where a user can create a profile and build a personal network that connects him or her to other users. People watch billion of video clips on YouTube daily. Every hour, users upload video content people have networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments and other tools. The growth of social media over past few years has changed the ways in which the internet is experienced by most end users. Social media is built on the idea of how people know and interact with each other (Raut, Vishranti & Patil, Prafulla, 2016). The term Web 2.0 was coined by O'Reilly Media in 2004 and refers to web applications, which provide for online collaboration, participation, social networking and Social networking sites are profile based websites. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. Facebook, WhatsApp, Twitter, Skype, MySpace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users, Martin(2008) & Lusk(2010). These users now socialize through the internet and it takes away from the person socialization that has been around forever. Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information and the dynamics of our social groups and friendships (Asur & Huberman, 2010). Social networking sites provide various interactive platforms based on the intentions of their founders. There are for instance, social, political, academic, businesses, sports, romantic and religious platforms. In other words, the social networking site by their nature has the capabilities of educating, informing, entertaining and inflaming the audience (Onomo, 2012).

2. Objectives of the study

1. To find out the use of different social networking sites by the students.

2. To know the purpose and significance of using social networking sites.
3. To find out Locations for use of Social Networking Sites
4. To find out the use of different type of Devices to use Social Networking Sites

3. Hypothesis

- a. There is a significant relationship between different types of Social Networking Sites and performance
- b. There is a significant relationship between different types of Devices and use Social Networking Sites

4. Scope, Limitations and Methodology

The scope of the study is restricted to know Perception and use of Social Networking Sites (SNS) Among the Students of University of Agricultural Sciences, Dharwad with Special Reference to College of Agriculture, Vijayapur. The survey method was adopted, using questionnaire as a tool for data collection. A structured questionnaire was designed and distributed among the students. Out of 160 questionnaires were distributed, 105 filled in questionnaires were received back amounting 65.62% In addition to questionnaire method, interview schedule were also used to collect required information as a supplement to the questionnaire method. The collected data has been analyzed and interpreted.

5. Analysis and Interpretation of Data

The data was collected by different methods were analyzed and interpreted and the same has been presented in the following tables.

Table 1: Gender Wise Distribution

| Gender | Responses | Percentage |
|--------|-----------|------------|
| Male | 55 | 57.75 |
| Female | 50 | 47.62 |
| Total | 105 | 100 |

The gender wise distribution of Students is the study has been shown in Table-1. It is clear from the table that out 105

Students 55 (57.75%) are ‘Male’ and the remaining 50 (47.62%) are ‘Female’. Thus, of the 105 Students, majority of them are 55 (57.75%) ‘Male’ Students.

Table 2: Age Wise Distribution

| Age | Responses | Percentage |
|------------|-----------|------------|
| 18-20 | 67 | 63.81 |
| 21 & above | 38 | 36.19 |
| Total | 105 | 100 |

The age wise distribution of Students is study shown in Table-2. It may be seen from the table that nearly 67 (63.81%) of Students belong to the age group of ‘18--20’ years, followed by 38(36.19%) of Students belong to the age

group of 21 & above.

Table 3: Opinion about Use of Social Networking Sites

| Usage | Responses | Percentage |
|-------|-----------|------------|
| Yes | 101 | 96.19 |
| No | 04 | 3.81 |
| Total | 105 | 100 |

Opinion about use of social networking sites Students is study in table -3. It may be seen from the table majority of Students scoring 101(96.19%) of students use of social networking sites, remaining 04(03.81%) of students not use of social networking sites.

Table 4: Different types of Social Networking Sites

| S/N | SNS | Very Rarely | Rarely | Neutral | Fairly | Very Fairly | Mean | SD | Chi-square | P value |
|-----|-----------|-------------|-----------|-----------|-----------|-------------|------|------|------------|---------|
| 1 | YouTube | 05(4.95) | 14(13.86) | 29(28.71) | 33(32.67) | 20(19.80) | 3.49 | 1.10 | 25.287 | .000 |
| 2 | LinkedIn | 63(62.38) | 21(20.79) | 11(10.89) | 04(3.96) | 02(1.98) | 1.62 | 0.96 | 1.243 | .000 |
| 3 | Skype | 76(75.25) | 17(16.83) | 06(5.94) | 01(0.99) | 01(0.99) | 1.36 | 0.73 | 2.011 | .000 |
| 4 | Facebook | 23(22.77) | 19(18.81) | 18(17.82) | 25(24.75) | 16(15.84) | 2.92 | 1.40 | 2.713 | .607 |
| 5 | WhatsApp | 04(3.96) | 05(4.95) | 04(3.96) | 38(37.62) | 50(49.50) | 4.24 | 1.02 | 97.069 | .000 |
| 6 | Twitter | 54(53.47) | 18(17.82) | 17(16.83) | 06(5.94) | 06(5.94) | 1.93 | 1.21 | 77.267 | .000 |
| 7 | Instagram | 31(30.69) | 12(11.88) | 19(18.81) | 20(19.80) | 19(18.81) | 2.84 | 1.51 | 9.248 | .055 |
| 8 | Telegram | 63(62.38) | 19(18.81) | 11(10.89) | 01(0.99) | 07(6.93) | 1.71 | 1.15 | 1.218 | .000 |
| 9 | Snapchat | 72(71.29) | 21(20.79) | 01(0.99) | 01(0.99) | 06(5.94) | 1.50 | 1.02 | 179.347 | .000 |
| 10 | Google + | 25(24.75) | 18(17.82) | 18(17.82) | 09(8.91) | 31(30.69) | 3.03 | 1.58 | 13.604 | .009 |

Different types of use of social networking sites are study shown in Table-4. Majority of scoring 33(32.67%) students use of social networking sites in YouTube in fairly with a mean value of 3.49 SD being 1.10. chi-square value is 25.287, P=0.000 <0.05 considered, followed by 63(62.38%) of students use of social networking sites in LinkedIn Very rarely, with mean value of 1.62 and SD being 0.96, chi-square value is 1.243, P=0.000 <0.05 considered about 76(75.25%)of students use of social networking sites in Skype, in very rarely with a mean value of 1.36 SD being 0.73 chi-square value is 2.011, P=0.000 <0.05 considered, 25(24.75%) use of social networking sites in Facebook in fairly, with a mean value of 2.92 SD being 1.40, chi-square value is 2.713, P=.607<0.05 not considered, 50(49.50%) of use of social networking sites WhatsApp, in very fairly, with a mean value of 4.24 SD being 1.02, chi-square value is

97.069, P=.000<0.05 considered 54(53.47%) of use of social networking sites in Twitter in very rarely, with a mean value of 1.93 and SD being 1.21, chi-square value is 77.267, P=.000<0.05 considered 31(30.69) of use of social networking sites in Instagram in very rarely, with a mean value of 2.84, & SD being 1.51, chi-square value is 9.248, P=.055<0.05 not considered 63(62.38%) of use of social networking sites in Telegram, in very rarely, with a mean value of 1.71 and SD being 1.15, chi-square value is 1.218, P=.000<0.05 considered 72(71.29%) of use of social networking sites Snap chat in very rarely with a mean value of 1.50 and SD being1.02, chi-square value is 179.347, P=.000<0.05 considered and finally 31(30.69%) of use of social networking sites in Google + in very fairly with a mean value of 3.03 and SD being 1.58. chi-square value is 13.604, P=.009<0.05 not considered

Table 5: Locations for use of Social Networking Sites

| S/N | Places | Very Rarely | Rarely | Neutral | Fairly | Very fairly | Mean | SD |
|-----|-----------------|-------------|-----------|-----------|-----------|-------------|------|------|
| 1 | Class Room | 35(34.65) | 31(30.69) | 27(26.73) | 04(3.96) | 04(3.96) | 2.12 | 1.06 |
| 2 | Hostel/Room | 01(0.99) | 02(1.98) | 13(12.87) | 34(33.66) | 51(50.50) | 4.31 | 0.84 |
| 3 | Home | 07(6.93) | 06(5.94) | 20(19.80) | 35(34.65) | 33(32.67) | 3.80 | 1.16 |
| 4 | Library | 43(42.57) | 30(29.70) | 22(21.78) | 03(2.97) | 03(2.97) | 1.94 | 1.01 |
| 5 | Browsing Centre | 40(39.60) | 17(16.83) | 18(17.82) | 16(15.84) | 10(9.90) | 2.40 | 1.39 |

Locations for use of Social Networking Sites by students has been summarized in Table-5. The Table-5 depicts that majority of 35(34.65%) of students use of social networking sites are very rarely from Class Room, with a mean value of 2.12 SD being 1.06 followed by 51 (50.50%) use of social networking sites are very fairly from Hostel/Room with a mean value of 4.31 SD being 0.84, 35(34.65%) use of social networking sites fairly from Home, with a mean value of 3.80 and SD being1.16, 43(42.57%) use of social networking sites very rarely from Library With a mean value of 1.94 and SD being 1.01, and 40(39.60%) use of social networking sites

very rarely with a mean value of 2.40 and SD being 1.39, use of social networking sites from Browsing Centre.

Table 6: Frequency to use the Social Networking Sites

| | Daily | 1's in a week | 1's in 15 days | 1's in a month |
|------------|-------|---------------|----------------|----------------|
| Responses | 99 | 02 | -- | -- |
| Percentage | 98.02 | 1.98 | -- | -- |

Frequency to use the Social Networking Sites has been summarized in Table-6. The Table-6 depicts that majority 99(98.02%) of Frequency to use the Social Networking Sites,

Daily, reaming 02(1.98%) of frequency of use of social networking sites in once in a week.

Table 7: Time spending in Social Networking Sites

| Time spent | <1 Hr | 1-3 hrs | 3-5 hrs | 5-10 hrs | More than 10 hrs |
|------------|-------|---------|---------|----------|------------------|
| Responses | 19 | 51 | 19 | 10 | 02 |
| Percentage | 18.81 | 50.50 | 18.81 | 9.90 | 1.98 |

Time spent of use the Social Networking Sites has been summarized in Table-7. The Table-7, 51(50.50%) Time spending in Social Networking Sites in 1-3 hrs, followed 19(18.81%) Time spending in Social Networking Sites in <1 Hr & 3-5 hrs, about 10(9.90%) Time spending in Social Networking Sites 5-10 hr, & 02(1.98%) Time spending in Social Networking Sites More than 10 hrs to use of social networking sites.

Table 8: Different types of Devices to use Social Networking Sites

| S/N | Devices | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree | Mean | SD |
|-----|---------|-------------------|-----------|-----------|-----------|----------------|------|------|
| 1 | Mobile | 01(0.99) | 01(0.99) | 03(2.97) | 22(21.78) | 74(73.27) | 4.65 | 0.68 |
| 2 | Tablet | 40(39.60) | 20(19.80) | 32(31.68) | 07(6.93) | 02(1.98) | 2.12 | 1.07 |
| 3 | PC | 27(26.73) | 14(13.86) | 33(32.67) | 21(20.79) | 06(5.94) | 2.65 | 1.24 |
| 4 | Laptop | 14(13.86) | 08(7.92) | 28(27.72) | 39(38.61) | 12(11.88) | 3.27 | 1.19 |

Chi-square =255, df =12, P=.000

Different type of device to use of social networking sites, has been summarized in Table-8. The Table-8. The majority of scoring 74(73.27%) Different type of Mobile Devices to use Social Networking Sites opined as strongly agree, with a mean value of 4.65 SD being 0.68, followed by 40(39.60%) Different type of tablet Devices to use Social Networking Sites opined as strongly disagree, with a mean value of 2.12 SD being 1.07, nearly 33(32.67%) Different type of Devices

PC to use Social Networking Sites opined as Neutral, with a mean value of 2.65 SD being 1.24, about 39(38.61%) Different type of Devices Lap top use Social Networking Sites opined as Agree, with a mean value of 3.27 and SD being 1.19, about use of social networking sites.

Chi-square Test was conducted Chi-square value is 255, df = 12, P=.000 is accepted.

Table 9: Purpose of using social networking sites

| S/N | Purpose | Mean | SD | Co-Efficient Variation |
|-----|--------------------------------------|------|------|------------------------|
| 1 | To Keep Connecting with Family | 1.84 | 1.03 | 55.97 |
| 2 | To Keep Connecting with Friends | 1.70 | 0.78 | 45.88 |
| 3 | To Share R & D Information | 2.29 | 1.28 | 55.89 |
| 4 | To Share Entertainment Contents | 2.25 | 1.16 | 50.87 |
| 5 | To Share Social Awareness | 1.94 | 0.91 | 46.90 |
| 6 | To share personal idea / experiences | 1.91 | 1.14 | 59.68 |
| 7 | To share career information | 2.25 | 1.25 | 55.55 |
| 8 | To share agricultural information | 1.83 | 0.86 | 46.99 |
| 9 | To Share photographs | 1.84 | 1.04 | 56.52 |
| 10 | To Get Popularity | 3.03 | 1.37 | 40.65 |
| 11 | To Share Cultural Information | 1.87 | 1.17 | 62.56 |
| 12 | To Share Religious Information | 2.21 | 1.31 | 59.27 |
| 13 | To Share Political Information | 2.32 | 1.33 | 57.32 |

The purpose of using social networking sites is shown in table 9. It is clear from the table that a large number of Students with a mean value of 3.03 and SD being 1.37 using social networking sties to get popularity, the second most cited purpose of which the Students use the social networking sites is To Share R & D Information with mean value of 2.29 and SD being 1.28, the third most cited purpose for which the Students use the social networking sites is; To share career information, with mean value of 2.25 and SD being 1.25,. The fourth most cited purpose for which the Students use the social networking sites is; 'To Share Entertainment Contents, 'with a mean value of 2.29 and SD being 1.16. Fifth most cited purpose for which the Students use the social networking sites is; To Share Religious Information, with mean a value of 2.21 and SD being 1.31, Sixth most cited purpose for which the Students use the social networking sites is; To Share Social Awareness, with a mean value of 1.94 and SD being 0.91, Seventh most cited purpose for which the Students use the social networking sites is; To Share Cultural Information, with mean a value of 1.87 and SD being 1.17.

Table 10: Satisfaction by using social networking sites

| Satisfaction | Excellent | Very good | Good | Average | Poor |
|--------------|-----------|-----------|-------|---------|------|
| Responses | 23 | 32 | 30 | 16 | -- |
| Percentage | 22.77 | 31.68 | 29.70 | 15.84 | -- |

Satisfaction of use Social Networking Sites by the students has been shown in Table-10. The Table-10 the majority of scoring 32(31.68%) of students opined as very good Satisfaction of using Social Networking Sites, followed by 30(29.70%) of students opined as Good, Satisfaction of using Social Networking Sites, about 23(22.77%) of students opined as excellent Satisfaction of using Social Networking Sites, and finally 16(15.84%) of students opined as average satisfaction of use of social networking sites.

6. Findings, suggestions and conclusion

Based on the above results the following suggestions are made for further improvement in Perception and use of Social Networking Sites (SNS) Among the Students of University of Agricultural Sciences, Dharwad College of Agriculture, and Vijayapur.

1. 57.75% are 'Male' and 47.62% are 'Female' Students of

- Gender wise distribution of Social Networking Sites.
- 63.81% of the students who use social networking sites are at the age group of 18- 20 years.
 - WhatsApp 4.24 Mean value and YouTube 3.49 purposes of using social networking sites are very fairly from Hostel/Room.
 - Majority of scoring 74(73.27%) students access Social Networking Sites from their mobile devices.
 - Majority of mean value of 3.03 and SD being 1.37 using social networking sites to get popularity.

7. Conclusion

This paper has presented the results of a survey on UAS, D College of Agriculture, Vijayapur students' perception and use of SNSs. WhatsApp, Facebook and Twitter were cited as the most popular and these sites were mostly used for online chatting and discussion. Social networking sites get updated with the General Knowledge and current affairs ready for competitive examination. Social networking website companies need to improve the security and privacy of their sites. They should establish policies and strategies for the proper and safe use of personal information posted on their sites. Such as videos, music, photos and other documents. Social networking sites should protect the misuse of copyrighted materials.

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