Use and Impact of Social Networking Sites among the Students of Rani Channamma University, Belagavi

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Abstract

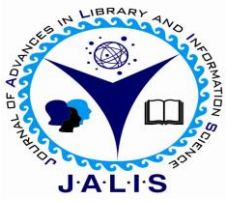
The study examined the use and impact of social networking sites(SNSs) among the post graduate students of Rani Channamma University Belagavi. with reference to use of WhatsApp, Facebook, Instagram and Twitter. Objectives of the study is to find out the popular use of SNSs among the students and to know the purpose of using these SNSs. Data were collected through questionnaires and 219 students responded. According to a research, WhatsApp is the most widely used social networking platform among graduate students. The majority of students use it to stay in touch with their family and friends, for fun, and for learning as well. The use of social networking sites can have both beneficial and bad effects. The majority of students said that using social networking sites reduced their desire to exercise. but also students responded that social networking sites improvetheir communication and technological skills.

Keywords

Impact, social networking sites, Students, University, Belagavi

Electronic access

The journal is available at www.jalis.in
DOI: 10.5281/zenodo.7780017



Journal of Advances in Library and Information Science
ISSN: 2277-2219 Vol. 12. No.1. 2023. pp.18-25

1. Introduction

The use of social networking sites has increased over the students, it allowsusers to connect with each other and also share information such as photos, videos, news etc. (Hall et al., 2013). Social Networking Sites have been instrumental in contracting the world more than other innovative improvements (Balamurugan, n.d.). A social networking site is an online platform whereas users can create a profile and build a personal network (Kamble & Bankapur, 2022). Social networking site provides the real time platform, which has ability to connect people cross the world without any geographical barriers (Buragohain & Devi, 2018). Social networking sites also helps to researchers to connect and communicate with their colleagues and share their ideas, SNSs serving as an open access to research and scientific knowledge (Buragohain & Devi, 2018). Boyd and Ellison defined social networking sites as online services that allow members to create personal profiles, establish connections, and browse their friend's profiles (Chen & Sharma, 2013). WhatsApp. Facebook, Instagram and Twitter etc., are the most used social networking sites by people. Social networking sites not only used by people but also used by many institutions, organizations and companies. Having public Facebook, YouTube channel and Twitter accounts is common nowadays (Honhaga, 2020). Social networking sites are new media for e-communication to mass people for the communication of sharing all kind of information. Social networking sites are quick and real time communication (Singh & Gill, 2015).

In this study, we have taken four social networking sites such as WhatsApp, Facebook, Instagram, and Twitter to assess the use and impact of these social networking sites on students. WhatsApp was founded by Jan Koum and Brian Acton in 2004 WhatsApp joined Facebook in 2014. Facebook founded in 2014. These are most popular social networking , allows the users to connect one another (Kuss & Griffiths, 2017). Bicen's study shows the teachers' opinions of Facebook use for educational purposes became more positive. Teachers suggest that Facebook learning environment does not only help to improve students' team working skills, but also helps them to achieve better results in their learning (Bicen & Uzunboylu, n.d.). Instagram is a popular photo and video capturing. It provides users an instantaneous way to capture and share their life moments with friends. It launch in October 2010 (Hu et al., 2014). Twitter, which was founded in 2006 (Villeda & McCamey,

2019) by Evan Williams, Biz Stone, and Noah Glass (*Twitter (Britannica)*, n.d.)Twitter is a computer-mediated online social communication media, which shapes an emerging social structure. Twitter users can post comments known as "tweets," before 2018 each characters restricted to 140 and currently, there is 280 characters (Karami et al., 2020). Social networking sites that offers communication and information sharing for professionals, which provides a platform on which people and businesses communicate for purposes of working relations, employee search, and career management(Meishar-Tal & Pieterse, 2017).

2. Objectives

1. To know the use of social networking sites by students.
2. To identify the most popular social networking site among students.
3. To know the purpose of using social networking sites by students.
4. To identify the positive and negative impact of social networking sites on students.
5. To know the challenges or problems faced by students while using social networking sites.

3. Literature Review

students using social networking sites for various reasons, several studies have looked at the role of social networking sites in education especially teaching and research.Hadebe;s study investigates the use of social networking sites by undergraduate students. Facebook is most used social networking sites among the students. Majority of students use Facebook for chatting and students access the social networking sites from their mobile phones. social networking sites enhance students' academic performance because it allowed for more interaction and discussions with fiends (Hadebe et al., n.d.). The primary role of library is to interact between library staff and users. social networking sites helps to improve library services. social networking sites effective tool which promote library services as well as marketing of the information products. Priolkar evaluates the use of social networking sites among library professionals. Facebook is more used social networking site among the library professionals. library professional use social networking sites for chatting and contact professional friends in their profession(Saee A Priolkar & Kumbhar, 2014). Balamuruganidentified the use of social networking sites by college students. his study shows that most preferred use of social networking site among the studentsis Facebook and they most of the students responded that they use social networking sites for learning purpose (Balamurugan, n.d.). Salim identified the use and reason for using social networking site. Google groups and Facebook is most used site among the student and reason for using social networking sites is sharing news and finding information. Some of the students were not using social networking site because of insufficient time, IT skills and lack of awareness about social networking sites (kindi & Alhashmi, 2012).

Hall investigates the use of social networking sites by pharmacy students and also assess differences in attitudes between genders. Facebook is most popular social networking sites among the pharmacy students. Student use of social networking sites to discuss academic-related activities. Compare to male, Female students were more likely to agree that they had been made sufficiently aware of the professional behavior expected of them when using SNSs(Hall et al., 2013). Buragohain identified the usage of social networking sites by students of agricultural university. He found that students are aware and using social networking sites. Facebook is most used social networking site. They use for communicate with their family and friends and also for academic and research related activities. Majority of students satisfied in using social networking sites (Buragohain & Devi, 2018). Kamble identified the student's perception in using social networking sites. WhatsApp is most use of social networking sites among the students. Students agree that Social networking sites is not only use for entertainment but also use for academic activities(Kamble & Bankapur, 2022). most of the students feel that the social networking sites have more positive impact on their academic activity. These SNSs can be used for various academic activities such as communicating with lecturers, contacting with faculty and authority, making academic group discussion with friends and communicating with family (Helou, 2014).

4. Methodology

A survey method used to conduct of the study and the target population was postgraduate students of the Rani Channamma University Belagavi (RCUB). simple random sampling method was used to select population. The data collected instrument for the study was a self-designed questionnaire. Total 250 questionnaires were randomly distributed among the

students. out of 250, received 219 responses. Used SPSS to analyze data.

5. Data Analysis and Interpretations

Table 1: Demographical information

Gender	Male	98(44.7)
	Female	121(55.3)
	Total	219(100)
Education	PG 1st year	105(47.9)
	PG 2nd year	114(52.1)
Discipline	Arts and Humanities	58(26.5)
	Commerce	103(47.0)
	Science	58(26.5)
Age	21-23	139(63.5)
	24-26	72(32.9)
	27-29	8(3.7)
	More than 30	-

Table number 1 shows the demographic information of the respondents. total of 219 responses were received. Out of which, 121(55.3%) students were Female and 98(44.7%) students were females.105(47.9%) students were from first year and 114(52.1%) students were from second year post graduation. 58(26.5%), 103(47.0%) and 58(26.5%) students are from Arts and Humanities, Commerce and Science discipline. It shows that more number of students that is 139(63.5%) students are of the age between 21-23years followed by 72(32.9%) and 8(3.7%) students from 24-26 and 27-29 years.

Table 2: Use of social networking sites

SNSs	1	2	3	4	5	Mean	SD
WhatsApp	167(76.3)	44(20.1)	6(2.7)	2(.9)	-	4.72	.560
Instagram	69(31.5)	56(25.6)	64(29.2)	4(1.8)	26(11.9)	3.63	1.273
Facebook	19(8.7)	38(17.4)	66(30.1)	20(9.1)	76(3.7)	2.56	1.348
Twitter	19(8.7)	20(9.1)	36(16.4)	28(12.8)	116(53.0)	2.08	1.357

*1=Always 2=Often 3=Sometimes 4=Rarely 5=Never M=Mean SD=Standard Deviation, Figures in parenthesis indicate percentage

Table number 2 indicates the use of social networking sites by post graduate students. The study found more number of students that is 167(76.3) are always using WhatsApp. The majority of students are using Instagram, that is 69(31.5), 56(25.6) and 64(29.2) students are using always, often and sometimes. 19(8.7) students always use Facebook and twitter. It shows that WhatsApp is most popular social networking site among the students.

Table 3: Sources that made Students to Access Social networking site

Descriptions	Respondents	%
Through family	18	(8.2)
Through friends	124	(56.6)
Through your teachers	20	(9.1)
Through internet sources	53	(24.2)
Others	4	(1.8)

Table 3, shows the lists the sources from which students aware to access social networking site first. 124(56.6) students aware to access SNSs by their friends followed by 53(24.2), 20(9.1) and 18(8.2) students learn to access from internet sources, teachers and family. Few respondents that is 4(1.8) students learnt from other sources.

Table 4: Preferred devise to access social networking sites

Description	1	2	3	4	5	Mean	SD
Smart Phone	191(87.2)	18(8.2)	4(1.8)	(2.7)	-	4.77	.738
Laptop	24(11.0)	60(27.4)	84(38.4)	29(13.2)	22(10.0)	3.16	1.108
PC	16(7.3)	26(11.9)	74(33.8)	50(22.8)	53(24.2)	2.55	1.189
Tablet	16(7.3)	6(2.7)	42(19.2)	28(12.8)	127(58.0)	1.89	1.238

*1=Always 2=Often 3=Sometimes 4=Rarely 5=Never M=Mean SD=Standard Deviation, Figures in parenthesis indicate percentage

Table number 4 shows students preferred device to access social networking sites. It indicates that smart phone is most used device by students. Majority of respondents that is 191(87.2) students were always use smartphone to access SNSs. 84(38.4) and 74(33.8) students sometimes use laptop and PC to access. 127(58.0) students never use tablets to access SNSs. Mean values ranging from 4.77 to 1.89 indicate that the e smartphone is the highly preferred device and Tablet is very rarely preferred device to access SNSs.

Table 5: Average time spent in using social networking sites

Description	Respondents	%
Bellow 1 hour	24	11.0
1-2 hours	96	43.8
3-4 hours	71	32.4
5-6 hours	14	6.4
More than 6 hours	14	6.4

Table 5 shows the average time spent by students in using social networking sites. Majority of students that is 96(43.8) and 71(32.4) students spend 1-2 hours and 3-4 hours to access SNSs. 24(11.0) students spend bellow one hour. 14(6.4) students responded that they spend 5-6 hours and more than 6 hours to accessing SNSs.

Table 6: number of groups participated by students on social networking sites

Description	Respondents	%
Bellow 5	104	47.4
6-10	66	30.1
11-15	28	12.7
16-20	12	5.4
More than 20	9	4.1

Table 6 shows that in how many social networking groups students participated. The majority of respondents that is 104(47.4) students participated in bellow five groups followed by 66(30.1), 28(12.7), 12(5.4) and 9(4.10) students participated in 6-10, 11-15, 16-20 and More than 20 groups.

Table 7: Post(status) viewers on social networking sites

Description	Respondents	%
Only a few friends	32	14.6
All friends	56	25.6
Family and Friends	127	58.0
Only family	2	.9
Others	2	.9

Table 7 shows, respondents post viewers on social networking sites. Above table indicates i.e. 127(58.0) respondents allow their family and friends to view their posts. 56(25.6) and 32(14.6) students allow their all friends and only a few friends. Countable number i.e., 2(.9) students allows only family and others to view their posts.

Table 8: Frequency posts (like photos and videos) on social networking sites

Description	Respondents	%
Very frequently	18	8.2
Frequently	77	35.2
Sometimes	78	35.6
Rarely	24	11.0
never	22	10.0

Table 8 shows, frequency level of posts like photos and videos. 78(35.6) and 77(35.2) students sometime and frequently posts. 18(8.2) students posts very frequently, 24(11.0) students posts rarely and 22(10.0) students never posts any think on social networking site.

Table 9: Purpose of using social networking sites

Description	1	2	3	4	5	Mean	SD
Entertainment	90(41.1)	57(26.0)	54(24.7)	18(8.2)	-	4.00	.995
Chatting	62(28.3)	77(35.2)	56(25.6)	18(8.2)	6(2.7)	3.78	1.035
Sharing Photos and Videos	34(15.5)	60(27.4)	85(38.8)	28(12.8)	12(5.5)	3.35	1.061
To make your videos	18(8.2)	53(24.2)	84(38.4)	38(17.4)	26(11.9)	3.00	1.107
Academic or study purpose	90(41.1)	74(33.8)	53(24.2)	2(.9)	-	4.15	.818
communicate with	88(40.2)	54(24.7)	67(30.6)	10(4.6)	-	4.00	.946

peers(Friends) and family							
To view others status	36(16.4)	81(37.0)	72(32.9)	28(12.8)	2(.9)	3.55	.944
make new friends	38(17.4)	42(19.2)	69(31.5)	50(22.8)	20(9.1)	3.13	1.212
To share information	70(32.0)	64(29.2)	73(33.3)	12(5.5)	-	3.88	.928
Others	12(5.5)	49(22.4)	80(36.5)	44(20.1)	34(15.5)	2.82	1.113

*1=Always 2=Often 3=Sometimes 4=Rarely 5=Never M=Mean SD=Standard Deviation, Figures in parenthesis indicate percentage

Table 9 shows the purpose of using social networking sites by students. The majority of students that is always 90(41.1) students always use for Entertainment and Academic or study purpose. 88(40.2) students use to communicate with their peersand family. 77(35.2) and 81(37.0) Students often use to charting and to see others posts or status. 85(38.8), 84(38.4), 73(33.3), 50(22.8) and 80(36.5) students sometime use to share photos and videos, to make their videos, share information, make new friend and for other purpose.

Table 10: Positive impact of Social Networking Sites

	1	2	3	4	5	Mean	SD
Boosts up your academic activity	54(24.8)	124(56.9)	36(16.5)	2(.9)	2(.9)	4.04	.730
Promotes intimacy among friends and family	30(13.7)	131(59.8)	52(23.7)	6(2.7)	-	3.84	.680
Enhance Social activities	40(18.3)	108(49.3)	65(29.7)	4(1.8)	2(.9)	3.82	.778
Improves technological skills	74(33.8)	94(42.9)	47(21.5)	4(1.8)	-	4.09	.788
Improve communication skill	80(36.5)	93(42.5)	38(17.4)	8(3.7)	-	4.12	.821
Develops creativity	48(21.9)	110(50.2)	49(22.4)	12(5.5)	-	3.89	.807
Develops personality	52(23.7)	95(43.4)	56(25.6)	12(5.5)	4(1.8)	3.82	.920
Others	24(11.0)	74(33.8)	85(38.8)	20(9.1)	16(7.3)	3.32	1.031

*1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree, M=Mean, SD=Standard Deviation, Figures in parenthesis indicate percentage

Table 10 shows the positive impact of social networking sites on students. The more number of students that is 124(56.9), 131(59.8), 108(49.3), 94(42.9), 93(42.5), 110(50.2) and 95(43.4) respondents are agreed that social networking sites Boosts up their academic activity, promotes intimacy among friends and family, Enhance Social activities, improves technological skills, improve communication skill, develops creativity and develops personality. Only few number of the students disagreed that social networking sites had positive impact.

Table 11: Opinion regarding the negative impact of social networking sites

	Respondents	%
Yes	195	(89.0)
No	24	(11.0)

Table 11 indicates the student's opinion regarding the negative impact of social networking sites. 195(89.0) students agreed that SNSs has negative impact and 24(11.0) students not agreed.

Table 12:Negative impact of Social Networking Sites

	1	2	3	4	5	Mean	SD
Reduces academic performance	22(11.3)	106(54.4)	61(31.3)	6(3.1)	-	3.74	.696
Health issues	24(12.3)	131(67.2)	38(19.5)	2(1.0)	-	3.91	.594
Poor concentration in the classroom	24(12.7)	89(47.1)	64(33.9)	10(5.3)	2(1.1)	3.65	.809
Droops physical activities	36(18.5)	86(44.1)	63(32.3)	10(5.1)	-	3.76	.811
Waste of time	40(21.2)	88(46.6)	49(25.9)	12(6.3))	-	3.83	.836
Miscommunication	24(12.6)	73(38.2)	68(35.6)	26(13.6)	-	3.50	.882
Distraction	32(16.4)	87(44.6)	58(29.7)	16(8.2	2(1.0)	3.67	.882
Others	12(6.2)	62(31.8)	77(39.5)	28(14.4)	16(8.2)	3.13	1.012

*1=Strongly agree, 2=Agree, 3=Neutral, 4=Disagree, 5=Strongly Disagree, M=Mean, SD=Standard Deviation, Figures in parenthesis indicate percentage

Table 12 shows the negative impact of social networking sites on students. Majority of students that is 106(54.4) and 131(67.2) respondents agreed, social networking sites reduce their academic performance and affects with health issues like headache, Bach pain etc. 89(47.1), 88(46.6), 87(44.6), 86(44.1) and 73(38.2) students also agreed that because of social networking sites they have poor concentration in the classroom, waste of time, Distraction, Droops physical activities and also happens Miscommunication.

Table 13: Problems or challenges faced while using social networking sites

Description	Yes	%	No	%	Mean	SD
Identity theft	151	68.9	68	31.1	1.31	.464
Fear of data corruption	122	55.7	97	44.3	1.44	498
Lack of privacy	155	70.8	64	29.2	1.29	.456
Cyberbullying	145	66.2	74	33.8	1.34	.474
Technical issues	144	65.8	75	34.2	1.34	474
Health issues	136	62.1	83	37.9	1.38	.486
Others	101	46.1	118	53.9	1.54	.500

Table 13 shows, problems faced by students while using social networking sites. Majority of respondents that is 155(70.8) and 145(66.2) students responded that privacy and cyberbullying is major problem of social networking site.

Table 14: Satisfaction in using social networking sites

Description	1	2	3	4	5	Mean	SD
WhatsApp	97(44.3)	108(49.3)	14(6.4)	-	-	1.62	.604
Instagram	34(15.5)	131(59.8)	44(20.1)	4(1.8)	6(2.7)	2.16	.807
Facebook	10(4.6)	83(37.9)	76(34.7)	30(13.7)	20(9.1)	2.85	1.023
Twitter	22(10.0)	63(28.8)	58(26.5)	40(18.3)	36(16.4)	3.02	1.239

*1=Highly Satisfied, 2= Satisfied, 3=Neutral, 4= Dissatisfied, 5=Highly Dissatisfied, M=Mean, SD=Standard Deviation, Figures in parenthesis indicate percentage

Table number 14 shows, satisfaction level in using social networking sites by students. It indicates that is 108(49.3), 131(59.8), 83(37.9), 63(28.8) students satisfied in using WhatsApp, Instagram, Facebook and Twitter. 36(16.4) students are dissatisfied in using Twitter.

Table 15: According to how valuable social networking sites are to their academic activities,students have ranked SNSs.

Description	1	2	3	4
WhatsApp	149(68.0)	34(14.6)	18(8.2)	18(8.2)
Instagram	26(11.8)	103(47.0)	54(24.6)	16(7.3)
Facebook	18(8.2)	66(30.1)	105(47.9)	4621.0)
Twitter	26(11.8)	16(7.3)	42(19.1)	139(63.4)

*Rank- 1, 2, 3, 4. Figures in parenthesis indicate percentage

Table number 15 shows, the majority of respondents that is 149(68.0) students gave first rank to

WhatsApp social networking site. It indicates, WhatsApp is most preferred social networking site by students. Instagram is second most preferred social networking site, Facebook is third ranked social networking site and Twitter is fourth ranked social networking site by the students.

6. Conclusion

It is clear from the study that the respondents were quite familiar with Twitter, Facebook, Instagram, and WhatsApp. The most popular social networking site among students is WhatsApp. Majority of students use Smart phone to use the social networking sites. Most of the students aware about these social networking sites through friendsand these sites were mostly used for Entertainment, communicating with their family and friends and academic purpose. Students who felt that these SNS enhanced their academic performance because it helps to interact and discuss their academic activities with peers. Students felts social networking sites improves communication and technological skills and students also strongly agreed i.e. SNSs droops physical activities and also it waste of time. Study find that WhatsApp is most used SNSs and students are satisfied in using this social networking site.

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