Utilization pattern of Social Networking Sites including Library Blog by Undergraduate students of Veterinary College and Research Institutes, Namakkal: A Study

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Abstract

The present study is an attempt to understand the user perception and use of Social Networking sites by Undergraduate students of Veterinary College and Research Institute, Namakkal, Tamil Nadu. For the study, the structured questionnaire method was adopted. The factors assessed through this study are frequency of access, user awareness, purpose of use, opinion about SNS and problems faced while using SNS and use of library blog. The remarks and findings of the study have been explained.

Keywords

Internet; Web2.0;Social Networking Sites; Facebook and Library blog

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INTRODUCTION

Internet is the biggest worldwide information source and powerful communication media. The World Wide Web enables people to gain access to information, create content and disseminate ideas across more efficiently (Stephens, 2007). The developments of web 2.0 technology and Social networking sites are the most popular web sites among the people all over the world especially among the students and youngsters. Social Networking is an integral part of our lives. There are billions of users are using social networking site today for creating community, sharing content and collaborating with others.

Social networking websites are online communities of people, who share their interests and activities or who are interested in exploring the interests and activities of others. They provide a wide variety of ways for users to interact through messaging, email, video, voice chat, file-sharing, blogging and online discussion groups.

The social networking sites work towards the process of relationship building among a group of people. The participants, who have common interests and must confirm that they are mutual friends in this process and after confirmation, they are linked together to share their views, upload picture, videos, create profile of themselves and becomes friends of other users. Every Social Networking Site has privacy controls. Users have to decide who can view their profile, picture or videos, contact with them, etc. and who cannot. The present study is an attempt to understand the user perception and use of Social Networking Sites by Undergraduate Students of Veterinary College and Research institute, Namakkal, Tamilnadu.

SOCIAL NETWORKING SITE

A social networking website is an online platform that allows users to create a public profile and interact with other users on the website. Social networking websites usually have a new user input a list of people with whom they share a connection and then allow the people on the list to confirm or deny the connection. After connections are established, the new user can search the networks of his connections to make more connections. A social networking site may also be known as a social website or a social networking website.

The Oxford dictionary defines a Social Networking Sites as "A network of social interactions and personal relationship and a dedicated website or other application which enables users to communicate with each other by posting information, comments, messages, images, etc.

According to Webopedia "a Social Networking Site abbreviated as SNS, is the phrase used to describe any website that enables users to create public profiles within that website and form relationships with other users of the same website who access their profile. Social networking sites can be used to describe community-based websites, online discussions forums, chat rooms and other social spaces online".

In simple words a social networking site is considered as a web-based service that allows individuals, groups and organizations to build relationships with other users. These sites often feature a public or semi-public profile within a restricted system, a list of connected users, and a list of connections of users, which is created within the system of the site.

VETERINARY COLLEGE & RESEARCH INSTITUTE,NAMAKKAL,TAMILNADU. (VC&RI)

The Veterinary College and Research Institute, Namakkal was established during 1985, as a constituent college of Tamil Nadu Agricultural University, Coimbatore for the betterment of poultry farmers. Later it became a constituent unit of India's first Veterinary University, the Tamil Nadu Veterinary and Animal Sciences University in the year 1989. The college moved to its own premises during 1990 to an extensive and scenic campus of 500.18 acres at Ladduvadi village, seven kilometres to Namakkal town. The college is offering undergraduate course in Veterinary and Animal Sciences faculty with annual intake strength of 80 students. At present 23 departments are offering postgraduate programme and 17 departments are offering Ph.D. programme in different branches of Veterinary and Animal Sciences. Apart from teaching, this institute is diverting maximum attention towards research activities to meet the growing demands of the farming community

REVIEW OF LITERATURE

Various surveys were conducted previously to study the user perception and use of social networking websites by users of colleges and universities across the world. For instance, Boroughs (2010) stated that social networking websites allow users to share interests and communicate with others. Barsky and Purdon (2006), on the other hand, pointed out that social networking websites collect data about members and store user profiles that are meant for sharing. These websites are offered for free and allow users to create personal pages filled with content like images, music and videos easily. These social networks also allow members to share web pages with friends and search for new friends who have similar interests. Boyd and Ellison (2007) stated that social networking websites 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. They also noted that these websites vary in terms of features and membership. Mikami, et.al (2010) examined online communication on Social Networking sites in a longitudinal sample of 92 youths. The study found that youths at age group of 13-14 years based on gender, ethnicity and parental income were using Social Networking sites more than the age group of 20-23 years. Pempek, Yermola jayvee and Calvert (2009) studied college students' Social Networking experiences on Facebook. Results of the study revealed that students used Facebook approximately 30 minutes throughout the day as part of their daily routine. Students Communicated on Facebook using many styles. Park (2010) studied the use of Social Networking sites by undergraduates, graduate and faculty members at Vonsei University in Seoul, South Korea. The analysis indicated that the three groups of users demonstrated distinct patterns of use of Social Networking sites although the undergraduates used the profile service more than the community service, graduates used the community service more than profile service. Subramanian et.al conducted a study to assess the use of online and offline Social Networking sites among the college students of a large urban university in Los Angeles. The study revealed that the students often used Social Networking sites to connect and reconnect with their friends and family members. Shaheen (2008) investigated the use of social networks and political activism by the students of three universities of Islamabad and Rawalpindi during the political crises and the emergency imposed by the overnment of Pakistan on 3rd November 2007.

OBJECTIVES OF THE STUDY

The following are the objectives of study.

1. To know the awareness about SNS by undergraduate students of VC&RI Namakkal,Tamil Nadu
2. To know the extent of use of SNS
3. To identify the different purpose for using SNS
4. To know the frequency use of SNS
5. To find the time spent in each visit of SNS
6. To know the opinion about SNS
7. To know the type of names and Photos using in profile
8. To find the Hurdles and problems faced while using SNS
9. To find the source of information about SNS
10. To find the extent and purpose of using VC&RI library blog
11. To know the opinions of students about the future of SNS

METHODOLOGY

For the study, the structured questionnaire method was adopted. The questionnaire was prepared according to the objectives of the study and distributed to students. The stratified random sampling method was used to select the sample of the study. Structured questionnaires were distributed among 250 students out of 386 students under four years of batches for data collection. The completed questionnaire personally collected from the undergraduate students after a week. A total of 216 filled in questionnaires were received back from undergraduate veterinary science (BVSc.&AH) students . The data were tabulated and analyzed in accordance with the objectives of this study. The graphs have been prepared using MS-Excel.

DATA ANALYSIS AND FINDINGS OF THE STUDY

For the study, the structured questionnaire method was adopted. Structured questionnaires were distributed among 250 students for data collection .A total of 216 filled in questionnaires were received back, overall response rate was 94.85%. The data were tabulated and analyzed in accordance with the objectives of this study.

Table 1: Awareness about SNS

Social network sites	**No of respondents**	**%**
Facebook	151	70 (69.9)
Twitter	18	8 (8.3)
LinkedIn	7	3 (3.2)
Research gate	6	3 (2.7)
Youtube	13	6 (6.01)
Blogs	19	9 (8.8)
others	2	1(0.9)
Total	**216**	**100**

The results of a awareness about Social networking sites among the students is as follows in the Table 1.The analysis shows that a majority of **69.9%**the students were aware of Facebook ,**9%** of students were aware that blogs, **8.3%** of students were aware that LinkedIn and Research gate 3%, Blogs 9**%,** Youtube 6**%** and others 1%.Table -1 revealed that a major part of the students were aware of Facebook. Facebook was more popular among the students compared to other social web sites such as twitter, LinkedIn etc.

Table 2: Frequency of using SNS

Frequency of use	**No of respondents N=216**	**%**
Daily	174	81 (80.5)
Once a week	15	7 (6.9)
Once a month	20	9 (9.2)
Occasionally	7	3 (3.2)
Never	-	-
Total	**216**	**100**

Table -2 shows that **80.5 %** of students visited the Social networking sites daily, 9% visited once a month, **7%** visited once a week and **3%** visited occasionally. The analysis of this table revealed that all the students had **at least one account** in Social networking sites.

Table 3: Times spent on SNS

Time spent in hrs	**No of Respondents**	**%**
0>1	103	48 (47.6)
1-3	67	31 (31.1)
3-5	24	11 (11.11)
More than 5	22	10 (10.19)
Total	**216**	**100**

Table -3 shows that **47.6%** of students spent the time less than one hour in each visit of Social networking sites, **31.1%** spent 1-3 hours, **11.11%** spent 3 – 5 hours and **10%** spent on **more than 5** hours in each

visit spent. This table shows that majority of the students spent less than one hour for their each visit.

Table 4: Purpose of using SNS

Purpose of using SNS	No of Respondents(%)	Cumu-lative total
IM (Chatting)	32(14.81)	32
Exchange of Information	15(6.9)	47
Promotion of my personal "Brand"	8(3.7)	55
Meet New people	57(26.38)	112
Comment on other's post	22(10.18)	134
Sharing personal/public photos and videos	15(6.9)	149
Sharing information	19(8.7)	168
Searching old friends	18(8.3)	186
Academic purpose	30(13.8)	216

Table - 4 shows that 57 % of students using the social networking sites to meet new people, 14.81% of students for IM(Chatting) purpose,10.18% for making comment on other's post, 8.7 % for sharing information, 3.7 % for visited the Social networking sites for the promotion of personal brand, 13.8% students visited SNS for Academic purpose. From the table -4, it is evident that the students are more interested to meet new people to make friendship through social networking sites.

Table 5:Names and Photos used in SNS

Type of login name	No of Respondents	%
Real	154	71(71.29)
False	62	28(28.70)

Table – 5 shows that 71.29% of students used their real names and photos in profile of their SNS account. 28.70% of students used their false name and photo in their profile. The analysis of this table revealed that some the students had hesitation to disclose their original name and upload real photo in their SNS account.

Table 6: Reasons for not using their real names and photos in SNS

Reasons	No of respondents	%
Security and Privacy	157	**73 (72.68)**
Misusing of personal information	33	15 (15.27)
Unwillingness to disclose the identity	14	6 (6.48)
Others	12	6 (5.5)
Total	216	100

Table – 6 shows that 72.68 % of students were not used their real names and photos in profile of their SNS account due to fear of security and privacy.15.27 percentage of students indicated personal information were misused by others 6.48 % of students had unwillingness to disclose the identity and others reasons are 5 .5 percentage.

Table 7: Source of information about SNS

Source	No of Respondents	Cumulative total	%
Friends	69	69	32(31.94)
Books	17	86	8(7.87)
Seminar/ Conference /Workshop	20	106	9(9.25)
Magazine	24	130	11(11.11)
Librarian	49	179	23(22.68)
Teacher	37	216	17(17.12)
Total	216		100

Table – 7 shows that a majority of 32% students got the information about SNS from friends, 23% from Librarian, 17% from teacher, 11% from Magazine, 9% through the Seminar/Conference/workshop and 8% from books. Table -7 and fig -7 revealed that a majority of the students got the information about SNS from their friends group and very less information got from books as per the opinion received from students.

Table 8: Satisfaction level against information sharing through SNS

Satisfaction	Responses
Highly satisfied	126 (58.33)
Satisfied	71(32.87)
Moderate	19(8.7)
Total	216

Table -8 shows that the level of satisfaction against information sharing through SNS and 58.33% says that highly satisfied, 32.87% of students said satisfied and 8.7 % students had moderate level of satisfaction towards information sharing through SNS.

Table 9: Purpose of using Library blog

Use library blog	No .of	%

	Respondents	
E book Access	19	9(8.8)
E journals access	24	11(11.11)
New arrivals Alert	48	22(22.22)
Events organized	41	19(18.98)
CeRA Access	23	11(10.65)
CAS	9	4(4.17)
SDI	7	3(3.24)
Open access e resources	26	12(12.3)
Know my Library	19	9(8.8)
Total	216	100

Table -9 shows that the majority of the students **22.22%** using their library blog for new arrivals alert, 18.98% accessing library blog to know about the events organized in the Library, open access e resources 12.3% ,e journal and CeRA access 11.11 and 10.65 %, E books access and know my library are 8.8% of students.

Table 10:Updating of Library blog

Updating of Library blog	**No .of Respondents**
Regularly	**172**
Sometimes	29
No idea	15
Total	216

Table -10 shows that 172 students responded that their library blog was regularly updated, 29 students responded sometimes and 15 students said had no idea.

Table 11: Archives of postings in library blog

Opinion	**No .of Respondents**
Highly satisfied	30(14)
Satisfied	**143(66)**
Partially satisfied	24(11)
Unsatisfied	19(9)

Table -11 shows that the **66%** of respondents were satisfied, 14% highly satisfied, 11% partially satisfied and 9% were unsatisfied about postings of archives.

Table 12:. Problems faced in using SNS

Problems faced in using SNS	**No .of Respondents**
Lack of time	**67(31.01)**
Lack of security	26(12.03)
Not allowed in Library	54(25)
Lack of technical Knowledge	39(18.05)
Not user friendly	19(8.7)
Internet connectivity problem	9(4.16)
others	2(0.92)
Total	**216(100)**

Table – 12 shows that 31.01% of respondents had lack of time to access the SNS. 25% of students had replied not allowed in library to browse the SNS, 12.03 % lack of security, 8.7 % not user friendly, 4.16% internet connectivity problem and 0.92% indicated other problem.

Table 13: Account on SNS

Multiple SNS profile	**No .of Respondents**
Less than 3	50(23.15)
4-6	**98(45.37)**
7-9	27(12.5)
More than 9	41(18.98)

Table–13 shows that 45.37% of respondents have 4-6 accounts in SNS, 23.15% of students had less than 3 accounts, 18.98% had more than 9 accounts and 12.5% of students had 7-9 accounts in SNS.

Table 14: Future of SNS

Opinion about future of SNS	**No .of Respondents**
Positive	171(79.16)
Negative	26(12.03)
No idea	19(9.44)
Total	216(100)

Table – 14 shows that 79.16% of respondents have positive opinion about SNS in future. 12.03% of students replied that negative idea and 9.44%of students replied no idea. The table -14 revealed that majority of the students interested to access the social web sites and also stated that they had positive opinion about SNS in future.

CONCLUSIONS

The Study showed that many students are well aware of social networking sites and especially facebook. Social networking sites were used by students for academic purpose also. They stated that SNS is a good online communication medium and also all students had at least one SNS account. They were very much interested to meet new people through SNS. Although students having a fear to upload their original name and photo in their SNS profile account, till some students using their real name and photo in

SNS. In this regard, the SNS must to improve their security and privacy. The students of this study had positive opinion about the Social networking sites and were having more than one SNS account in Facebook, Twitter, You tube etc.

From this study it is understood that the students were using their Library blog for their academic activity and access the different resources available in the library blog. It is also clear from the study that, the students though they were having good knowledge and awareness about SNS, they expect further knowledge and skills for the special application of each social network websites to utilize all applications to the full extent.

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