Facebook and Its Use by the Students' Community: A Case Study of CSI College of Commerce, Dharwad

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Abstract

The purpose of the present survey is to study the use of Facebook by the Under-Graduate students of the CSI College of Commerce, Dharwad, and KARNATAKA. It emphasizes on the awareness, frequency, purpose, Library services and the problems faced by the students while using Facebook. For this purpose, a structured questionnaire was designed to collect the data from the students. A total of 164 questionnaires were distributed considering 20% of the total students' strength (820) out of which 145 duly filled in questionnaires were received back with a response rate of 88.41%. The outcomes of the study reveal that more than 95.86% students use Facebook every day (32.50%), most of the students (34.17%) are using Facebook since 4 years.

Keywords

Commerce College; Facebook; Social Networking Sites; Students community; Under-Graduate students.

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INTRODUCTION

Change is the only constant factor in the 21st century and inevitable also. Library and Information Centers are not an exception to this change. The traditional-manual based services are turning into modern web-based information services, and in anticipation these services are replacing on demand services. Technology has forced us to think differently and has posed many challenges to the library and information professionals. The web 2.0 and its tools like Facebook, Twitter, MySpace, Google+, etc. have evolved as God sent tools in providing services to the users. These SNSs' cannot only be used for communication but also for many other purposes. The Social Networking Sites (SNS) have become important tools for the youngsters especially teenagers to interact and socialize with their peers (Hamat et al. 2012). Social Networking Sites allow the users to manage, build and represent their social networks online (Manjunath 2013). The study conducted by Islam and Habiba (2015) reveals that majority of the respondents agree that SNSs' are important to market the library resources and services. Ultimately, application of these tools would bring revolutionary changes in managing the services of the library and information centers (Gupta at al 2014).

Among all the available Social Networking Sites, Facebook appears as one of the most popular sites for the common people (Chattarjee and Maity, 2014). Facebook can be defined as 'a social utility that helps people share information and communicate more efficiently with their friends, family and co-workers: Facebook enables its users to present themselves in an online profile, acquaint friends to stay in touch with their friends and who can post comments on each other's pages and view other's profiles (Young, 2004). Facebook has numerous pedagogical advantages for both students and teachers (Nadkarni and Hofmann, 2011). Facebook supports students sharing of resources, thoughts, ideas, writing, notes etc. (Kuss and Griffiths, 2011). Hence, the present study is conducted on the use of Facebook by the Under-Graduate students of Commerce College.

OBJECTIVES

The main objective of the present study is to study the use of Facebook by the students of the CSI College of Commerce, Dharwad Karnataka.

The specific objectives of the study are to:

1) examine the awareness of the social networking sites;
2) study the frequency of using Facebook;
3) know the purpose of using Facebook;
4) determine the awareness of possible library services to be rendered using Facebook; and
5) identify the problems faced by the students while using Facebook.

METHODOLOGY

For the present survey, a structured questionnaire was used to collect the data from the Under-Graduate students of the CSI College of Commerce, Dharwad, and Karnataka. The B.Com. graduates were considered for the present study. The total strength of the B.Com students was 820 out of which 20% of the students were considered for the study. The first, second and third semester students were considered for the study. The data were collected during October, 2015. The questionnaires were distributed to 164 students, out of which 145 duly filled in questionnaires were received with a response rate of 88.41%. The data collected was then fed into computer (MS Excel) for simple frequency calculation.

ANALYSIS AND INTERPRETATION

Semester wise distribution of respondents

The table 1 depicts the semester wise distribution of questionnaires. Out of 145 students 73 (50.34%) students belong to the 5th semester, followed by 38 (26.21%) students belonging to 1st semester and 34 (23.45%) students belonging to the 3rd semester.

Table 1: Semester wise distribution of respondents

Semester	No. of respondents	Percentage
1st Semester	38	26.21%
3rd Semester	34	23.45%
5th Semester	73	50.34%
Total	**145**	**100%**

Awareness of Social Networking Sites

Numerous Social Networking Sites are being used by the students. A question was asked on the awareness of social networking sites. It is evident from the study that 139 (95.86%) students are aware of Facebook, followed by 104 (71.72%) students are aware of WhatsApp, 89 (61.37%) students are aware of Google+, 73 (50.34%) students who are aware of YouTube. The awareness of other SNSs is given in table 2.

Table 2: Awareness of Social Networking Sites

Social Networking Sites	No. of respondents	Percentage
Facebook	139	95.86%
WhatsApp	104	71.72%
Google+	89	61.37%
YouTube	73	50.34%
Twitter	42	28.96%
Instagram	25	17.24%
Telegraph	13	08.96%
Blogs	08	05.51%
Flicker	07	04.82%
Bebo	03	02.06%

Note: Multiple answers were permitted

Account of Facebook

A question was raised to know whether the students had Facebook account or not. The study reveals that though 139 (95.86%) students are aware of Facebook. Only 120 (82.75%) students have Facebook account. Only 25 (17.25%) students do not have Facebook account.

Table 3: Facebook account of the respondents

Factors	No. of respondents	Percentage
Yes	120	82.75%
No	25	17.25%
Total	**145**	**100%**

Period of using Facebook

The Table 4 reveals the period of using Facebook. Out of 120 students 41 (34.17%) students are using Facebook since 3 to 4 years, whereas, 35 (29.17%) students are using since 1 to 2 years, followed by 25 (20.83%) students who are using for less than a year and 19 (15.83%) students are using more than 5 years. The study reveals that some of the students are very experienced using Facebook.

Frequency of using Facebook

A question was asked to the students on the frequency of using Facebook. The table 5 shows that

39 (32.50%) students use Facebook every day, (23.33%) students use many times a week. It is clear from the study that more than 50% of the students use Facebook regularly.

Purpose	No. of respondents	Percentage
To stay in touch with their friends	114	95.00%
Social Awareness	90	75.00%
Get latest news	87	72.50%
Career Information	70	58.33%
Photo sharing	60	50.00%
Meeting new people	54	45.00%
Professional Interaction	49	40.83%

Frequency	No. of respondents	Percentage
Everyday	39	32.50%
Many Times in a week	28	23.33%
Once in a week	32	26.67%
Fortnightly	5	04.17%
Occasionally	16	13.33%
Total	**120**	**100%**

Table 4: Period of using Facebook

Experience	No. of respondents	Percentage
< 1 Year	25	20.83%
1 to 2 Years	35	29.17%
3 to 4 Years	41	34.17%
More than 5 years	19	15.83%
Total	**120**	**100%**

Table 5: Frequency of using Facebook

Purpose of using Facebook

A question was raised to know the different purposes for which the students use Facebook. The table 6 reveals that 114 (95.00%) students used Facebook to stay in touch with their friends, whereas, 90 (75.00%) students use for social interaction, followed by 87 (72.50%) students using to get latest news, 70 (58.33%) students using for career related information. The other purpose are least preferred by the students. The study reveals that majority of the students use Facebook for the communication purpose.

whereas, 32 (26.67%) students use once a week, 28

Table 6: Purpose of using Facebook

Possible library services to be rendered using Facebook

Now a day's library services can be provided using some of the Social Networking Sites. The authors have enlisted a number of services which can be rendered using Facebook. The table 7 provides the students' awareness on the different services which can be provided through Facebook. It reveals that 93 (77.5%) students are aware of the forth coming events, followed by photos on programmes and events conducted by the college on Facebook, and the students are also aware that online chat services on Facebook. The other services are also mentioned in the table 7.

Table 7: Possible library services to be rendered using Facebook

Library Services	No. of respondents	Percentage
Forthcoming Events	93	77.5%
Photos on programs and Events	64	53.33%
Online Chat Services	61	25.83%
Holiday Information	49	40.83%
Reference Services	46	38.33%
Calendar of Events	42	35.00%
New Arrivals	41	34.17%
FAQs' on Library services	36	30.00%
Ask a Librarian	33	27.50%

Problems faced while using Facebook

The students have faced many problems while using Facebook. Most of the students, i.e. 61 (50.83%) respondents faced network problems, followed by 25 (20.83%) students felt that Facebook is not useful for education, 23 (19.17%) students are worried about their privacy information on Facebook and 11 (9.17%) students say that lack of time to use social networking sites.

Table 8: Problems faced while using Facebook

Problems	No. of respondents	Percentage
Network Problems	61	50.83%
Lack of time to use SNSs'	11	09.17%
No Privacy ensured	23	19.17%
Not useful for education	25	20.83%
Total	**120**	**100%**

Conclusion

It is evident from the study that out of 145 respondents studied, 31.04% are female respondents. More than 95.86% respondents use Facebook everyday (32.50%). More than 34.17% students have been using Facebook since 4 years. The students are aware on some of the services which can be rendered using Facebook (more than 78%). The majority, i.e. 95.00% students uses Facebook to stay in touch with their friends and 61 (50.83%) students faced network problem while using Facebook.

The present study reveals that most of the students are aware of the services which can be rendered using Facebook and most of the students demand few more services on current awareness. The recent study conducted on Tata Consultancy Services (2013) reveals that most of the students, particularly teenagers are the avid users of most of the social networking sites such as Facebook, Twitter etc., Hence, the time is ripe for LIS professionals to introspect themselves and to show their existence to provide services using social networking sites especially Facebook.

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