Use of Social Networks (SNs) and Medias on Dissemination of Scholarly information among the Research Scholars in Alagappa University, Karaikudi, Tamil Nadu

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Abstract

The Study analyzed that use of Social Network (SNs) and Medias by the Research Scholars in Alagappa University. The study could be analyzed the faculty-Wise respondents of Alagappa University accounted for the study . It is found that Science faculty involved highest no of respondents 32.43 % and 40.22 % of them from M.Phil and Ph.D respectively out of 235 total respondents responded to the study. It is analyzed that more numbers of Male respondents 62.83 % of them M.Phil and 62.06 % of them Ph.D .the study analyzed the Social Networks found the SD and CV are 39.04212 and 1519.502 reflected by Nature Network. The highest SD was21.71405 and 21.71405 the problems were found Do not have smart Phone and Lack of security on personal information. The highest CV was 864.5 found on Lack of security on personal information.

Keywords

Social Networks, Medias, Research Scholars, Google scholar, Research Gate, Academia LinkedIn, Facebook and Whatsapp

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1. Introduction

According to Kietzmann, Hermkens, McCarthy and Silvestre (2011, 241-243), social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, co-create, discuss and modify user-generated content. The framework of this theory is a honeycomb of seven functional blocks: identity, conversations, sharing, presence, relationships, reputation, and groups. Each block allows unpacking and examining a specific facet of social media user experience and its implications for firms[1]. The honeycomb framework and Kaplan and Heinlein's view analyze social media from different perspectives. Kaplan and Heinlein concentrate more on the technical side of social media, and how the content is generated. The honeycomb framework on the other hand discusses the focus of individual social media tools and their functional value. These theories supplement each other and together give a good picture on the structure and functionality of social media. Building brand loyalty to products and services can only be achieved by the common effort of employees, clients, customers, suppliers, and partners. In order to gain and sustain competitive advantage, companies need committed employees and partners. If leaders are able to recognize the indisputable advantage of using social media in this changeable environment, it can create an extraordinary opportunity for the organizations. These tools are accelerating and enhancing employee innovation, engagement, and performance. The use of social media in organizational communication results in better business performance, creates long-term capability, and ultimately sustains business success [2].

2.Review Literature

The study concentrated on the basic functions of social media in research, their advantages and disadvantages and future developments in social media, so that they can become a more valid and effective information channel. The research was conducted with the help of a qualitative survey, which contained 13 questions requiring an essay answer. Ten researchers of different cultural and educational backgrounds working primarily in Finland participated in the survey[3]. The population included in the study comprised of 120 respondents from Arts, Science, Management and Education departments and that of the faculty is 45 and 58 are research scholars. This study reveals that most of the faculty members have weekly access to e-journals,

which is, 24 (44%). The faculty members and research scholars are aware of UGC@ Infonet, which accounts to 103 (85.99%) and 17(14.16) respondents are not aware of this programme.[4] Social media have big implications for how researchers (and people in general) communicate and collaborate. Researchers have much to gain from engaging with social media in various aspects of their work. This guide will provide you with information to make an informed decision about using social media and enable you to select wisely from the vast range of tools that are available[5].The study reveals various patterns of use by the Professors and Associate Professors for instance. Assistant professors use the resources for study purpose. The faculty members also get to acquire the guidance and experience for accessing the scholarly journal from the Library staff and from the senior faculty members. It is however found that lack of training for accessing is an obstacle in proper and full utilization of them[6]. However, the frequency of use of such networks for academic activities was rather low and, on average, the most frequently used academic activitiesare those initiated by the students themselves, such as answering queries among peers or doing coursework[7].Users mainly employ social networks to get in touch with other academics, disseminate their research results and follow other researchers' activities, although an analysis of the user profiles suggests that they do not take full advantage of the services at their disposal, probably due to the effort that needs to be made. They value the marketing potential of social networks and use them accordingly, although there is a group of users who do not have any purpose in mind when they create their profile, but just want to join other colleagues on the site[8].The study reveals that 230 (58.4%) of the research scholars covered under the study involve that internet provides required information which satisfactorily or fulfilling their research at Large Extent. Majority of the respondents access electronic resources through the Electronic mail 252 (63.95%)[9].The paper attempts to assess the user satisfaction with respect to the eresources and services. It reveals that majority of respondents are using e-resources at large extent or very large extent for different purposes. Users' satisfaction level is very high with respect to various electronic resources and services available in the library[10].Majority of the 206 (50.86%) from Bharathidasan University were male respondents and 170 (56.47%) of the respondents were male from Periyar University. It is found that 199 (49.13%) and 131 (43.52%) of the respondents were female respondents from Bharathidasan University and Periyar University. Majority of the 310 (76.54%) and 198 (65.78%) of the respondents who have got research experience below 3 years from Bharathidasan and Periyar university[11].

3. Objective of the study

1. To observe the faculties wise respondents of the Alagappa University
2. To analyze the Gender-Wise respondents of the University
3. To find out the Place where access the SNs and Medias for research activities
4. To observe the Purpose and use of Social Networks by the research scholars
5. To examine the Type of Social Networks by the research scholars
6. To analyze the Barriers observed while Use Social Networks by the research scholars

4. Methodology

The study analyzed the use of Social Network (SNs) and Medias by the Research Scholars in Alagappa University. There are four faculty of Science, Arts, Management and Education. The research scholars who are undergoing M.Phil and Ph.Dprogrammes in the University . The study pertaing to fulltime scholars of the departments were selected to the study. Totally 250 questionnaire distributed and 232 only received from the respondents in the selected faculty. The study analyzed the percentile analysis and appropriate statistical techniques applied for the study.

5. Results & Discussion

Table 1: Faculties wise respondents of the Alagappa University

Name of the faculty	M.Phil	Ph.D	Total no. of Respondents
Science	48 (32.43)	35(40.22)	83(35.31)
Arts	37(25)	15(17.24)	52(22.12)
Management	41(14.86)	11(12.64)	33(14.04)
Education	22(14.86)	11(12.64)	33(14.04)
Total	148	87	235

5.1 Faculties wise respondents of the Alagappa University

Table 1 observed that Faculty-Wise respondents of Alagappa University accounted for the study . It is found that Science faculty involved highest no of respondents 32.43 % and 40.22 % of them from M.Phil and Ph.D respectively out of 235 total respondents responded to the study. It followed by M.Phil 14.86% of them responded from Management and Ph.D 17.24 % of them from Arts.

Table 2: Gender-Wise respondents of the University

Gender	M.Phil	Ph.D	Total no. of Respondents
Male	93(62.83)	54(62.06)	147(62.55)
Female	55(37.16)	33(37.33)	88(37.44)
	148	87	235

5.2 Gender-Wise respondents of the University

Table 2 analyzed that Gender-Wise respondents of Alagappa University accounted for the study . It is reported that more numbers of Male respondents 62.83 % of them M.Phil and 62.06 % of them Ph.D . On the other hand female 37.16 and 37.44 % of them reported M.Phil and Ph.D respectively to the study.

Table 3 Place for use Social Networks by the research scholars

Table 3: Place where access the SNs and Medias for research activities

S.No	Place	Nos.	%
1	Hostel/Home	107	45.53
2	Library/Laboratory	72	30.63
3	Canteen/Garden	28	11.91
4	During Travel	21	8.93
5	Any places	7	2.17
	Total	235	

5.3 Place where access the SNs and Medias for research activities

Table 3 Observed the respondents where accessed Social Networks and medias inAlagappa University accounted for the study . It is found that more numbers of respondents 45.53 % of them accessed in Hostel /Home. It followed by30.63% of the respondents accessed Social Networks and medias in Library/Laboratory. Further, the study could be observed that less than 10% of the respondents 8.93 and 2.17% of them access in during travel and any other places reported from the study.

Table 4: Purpose for use Social Networks by the research scholars

Purpose	Always	Some times	Interval	Rarely	Never use	Mean	SD	CV
Search World Information	67	48	51	49	20	47	16.95582	287.4998
Sending Photographs	49	51	54	32	49	47	8.63133	74.49985
Forwarding news items	71	39	42	29	54	47	0.30684	-138.5
Meeting with friends	56	42	31	27	79	47	-8.01765	-351.5
Receiving and sending research articles	51	61	44	36	43	47	-16.3421	-564.5

5.4 Purpose for use Social Networks by the research scholars

Table 4 observed the respondents for accessed towards various purposes regards research activities inAlagappa University accounted for the study. It is observed majority 67 respondents always '' Search the World Information'' out of 235 respondents. The respondents reported '' Sending Photographs'' 54 and 51 noted Interval and Sometimes respectively. It is analyzed that highest 71 respondents suggested and used''Forwarding news item'' . The majority of the respondents were used Social Networks and Medias, majority of them 76 witnessed Never use on ''Meeting with friends''. Further, Majority 61 of them use this services on ''Receiving and sending research articles'' in Sometimes. The study could be found that highest SD and CV 16.95582 and 287.4998 respectively.

Table 5: Type of Social Networks by the research scholars

Type of SNS	Always	Some times	Interval	Rarely	Never use	Mean	SD	CV
Facebook	96	77	21	18	23	47	36.72192	1348.499
twitter	81	63	29	21	41	47	36.97972	1367.5
WaatsApp	106	61	21	26	21	47	37.23752	1386.5
Instagram	21	19	23	102	72	47	37.49532	1405.5
LinkedIn	47	53	49	57	29	47	37.75312	1424.501
Frendfreed	52	42	61	72	8	47	38.01092	1443.501
Research Gate	81	76	27	21	30	47	38.26872	1462.501
GoogleS cholar	96	63	21	18	37	47	38.52652	1481.501
Academia	87	58	32	29	32	47	38.78432	1500.502
Nature Network	21	36	19	89	70	47	39.04212	1519.502

5.5 Type of Social Networks by the research scholars

Table 5 found that respondents were accessed type of Social Networks on various research task while access Social Networks inAlagappa University. It is witnessed that the respondents use **'' Facebook'',** the majority of 96 of them use Always and 77 of them use some times. **Twitter** use by the respondents 81 and reported Always and Sometimes respectively. Further, the study analyzed that Majority of them respondents used ast Always (106) Rarely (102) Rarely (57) Rarely (72) Always (81) Always 96) Always (87) and Rarely (89) by the SNs Whaatsapp, Instagram, LinkedIn, Frendfreed, Research Gate, Google Scholar, Academia and Nature Network. Further, the study analyzed the Social Networks found the SD and CV are 39.04212 and 1519.502 reflected by **Nature Network**.

Table 6: Barriers observed while Use Social Networks by the research scholars

Barriers/Problems	Strongly Agree	Agree	Dis Agree	Strongly Dis Agree	No Comment	Mean	SD	CV
Do not have smart Phone	76	64	31	27	37	47	21.71405	471.5
Do not have internet connection on mobile	64	51	43	32	45	47	11.726.3	137.5
Do not get more leisure time	61	49	37	21	67	47	21.71405	-196.5
Afraid on use Smartphone	59	62	29	36	49	47	11.726.4	-530.5
Lack of security on personal information	64	57	31	42	41	47	21.71405	-864.5

5.6 Barriers observed while Use Social Networks by the research scholars

Table 6 observed Barriers observed while Use Social Networks by the research scholars in Alagappa University. It is found that Majority of them 79 opined that Strongly agree on ''Do not have smart Phone'', it is followed by 64 respondents suggested ''Do not have internet connection on mobile''. The respondents Majority of them 64 ''Agree'' on '' Do not have smart Phone'' and 62 respondents had ''Afraid on use Smartphone''. The person with disagree while observed the barriers, the majority of them 43 on ''Do not have internet connection on mobile''. It has analysed more on the study referred that the majority of them 42 respondents reported Strongly Agree on''Lack of security on personal information.'' The study witnessed that highest SD was21.71405 and 21.71405 the problems were found Do not have smart Phone and Lack of security on personal information. The highest CV was 864.5 found on Lack of security on personal information.

6.Major Findings

1. Science faculty involved highest no of respondents 32.43 % and 40.22 % of them

from M.Phil and Ph.D respectively out of 235 total respondents responded to the study.

2. More numbers of Male respondents 62.83 % of them M.Phil and 62.06 % of them Ph.D .
3. More numbers of respondents 45.53 % of them accessed in Hostel /Home. It followed by30.63% of the respondents accessed Social Networks and medias in Library/Laboratory.
4. Majority 67 respondents always '' Search the World Information'' out of 235 respondents. The respondents reported '' Sending Photographs'' 54 and 51 noted Interval and Sometimes respectively.
5. The respondents use '' Facebook'', the majority of 96 of them use Always and 77 of them use some times. Twitter use by the respondents 81 and reported Always and Sometimes respectively.

7.Conclusion.

The study explained that use of Social Network (SNs) and Medias by the Research Scholars in Alagappa University. The study could be found that faculties wise respondents of the Alagappa University, Gender-Wise respondents of the University, Place where access the SNs and Medias for research activities, the Purpose for use Social Networks by the research scholars, the Type of Social Networks by the research scholars, the Barriers observed while Use Social Networks by the research scholars. It has analyzed more on the study referred that the majority of them 42 respondents reported Strongly Agree on ''Lack of security on personal information.'' .

The majority of the respondents were used Social Networks and Medias, majority of them 76 witnessed Never use on ''Meeting with friends''. Further, Majority 61 of them use this services on ''Receiving and sending research articles'' in Sometimes. The could be focused the scholars need to know the updating research skill where colleting the earlier reviews from the SNs, sharing the research ideas to the colleagues and researchers vibrant on the networks. Fresher's scholars can register the accounts various account of SNs.

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