# Awareness of using Social Media among the Faculty Members and Research Scholars in Tamil Nadu Agriculture University's (TNAU) Constituent Colleges in Tiruchirappalli, Tamil Nadu, India

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Abstract

*The present research study aims to assess the awareness of Social Media among the Faculty Members and Research Scholars of Tamilnadu Agriculture University's (TNAU) constituent colleges in Tiruchirappalli, Tamilnadu. A well designed questionnaire was used to collect the information from the participants. Totally 178 printed questionnaires were distributed to the respondents from 3 different constituent colleges of TNAU. Among the 178 circulated questionnaires, only 158 were filled by the respondent and received. The result of the present study revealed that majority of the respondents participated in the study had medium level of awareness on Social Media*

Keywords

Awareness, Social Media; Facebook; TNAU Constituent Colleges.

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## Introduction

The modern world is highly constructed with the advanced technologies. One such technology is Social Media (SM) plays an important role which connects the people all around the world (Abbas et al., 2019). Social Media usage/utilization has no gender or age category which is commonly used by different people worldwide (Badri et al., 2017). As it becomes a part of life in our day to day activities such as, entertainment, online purchase and bill payment, communication and etc (Najah A. R. Ghamrawi, Norma Ghamrawi, 2013). Also it has various applications in the field of education for the purpose of teaching, learning and development.

SM has created an social impact and awareness among the users which influences instructors, students and visitors in the field of higher education (Kalasi, 2014). The new age teaching and learning methods has follows the constructive tools and implements the learning module. Social Media and internet resources are implementing and evaluating the personal, social and educational roles. Social Media such as Face book, Twitter, blog, research ID, YouTube, messenger has creates the modern world into two different component as online and offline (Talaue et al., 2018).

The uploading of video clippings in related to education on YouTube and other relevant Social Media is always having a great impact among the Professionals and young student fraternity. In this connection both students and professionals are obtain knowledge and sharing their comments, criticize, interact and receive feedback for their content. Nowadays students are using SM not only to get entertained but also utilizing for their school/college assignments and knowledge sake. As Social Media gives plenty of information on the query which attracts the professionals as well as young minds (Raut & Patil, 2016).

The SM in the academic sector often plays a very good major role and implementing the foremost outputs such as, student publication, uploading e-format documents, video lectures, presentations etc., Many Government and private institutions are encouraging both the students and faculties to get exposure in the SM as it creates a constant circulation of information, circular and exchange of knowledge. The active participation/exposure of Social Media tools has been used as a motivation tool among the Faculty members and Research Scholar for their collaborative and constructive learning process (Vivakaran & Neelamalar, 2018).

**Advantages of Social Media on Education:**

- Connects researchers/academicians with the students of different locality.
- Provides a platform for easy & barrier free access for e-learning.
- Reduces absence and improves grade in education.

**Review of the Literature**:

Guraya et al. (2018) has reported the awareness of SNS's among the medical students of two Saudi and a Kuwaiti medical school. Among the 1312 respondents participated, 1181 (90%) students' users of SNSs and 131 (10%) non-users of SNSs. Further he found, only 37% students were used SNSs for education and found these sites to be useful. Around 27% students were used SNSs for sharing education-related information once a day. A maximum of 52% used Face book for educational purpose and most of the students, 38%, used SNSs for sharing lectures. Additionally he reveled that use of online social media in medical education is a rapidly evolving arena of scholarship.

Abbas et al. (2019) have studied the behavior practicing of Social Media usage among the student group. The study revealed 18 adversarial and constructive factors of social media from the previous literature. Further he suggested that the usage of social media in Pakistan has a negative influence on a student's behavior as compared to positive aspects. Results may not be generalized to the entire student community as findings are specific to the specific respondents only. Richardson & Richardson, (2017) have assessed the types of social media usage along with their understanding of student activities and the impact social media has on their development. The study has resulted that the understanding of college/student perceptions of the varying impact that social media has on their student engagement.

Davis et al. (2015) have analyzed the usage of SMT and its challenges among the school and college students. They have also assessed how institutions can best exploit social media's features and its impact on student outcomes. The results reveled further a foundation to develop conceptual frameworks that would better capture the role and impact of SMT among colleges and college students, and community colleges in particular.

**Objectives of the Study**

The major objectives of the study are;

1. To identify the constituent and affiliated colleges under the TNAU
2. To find out the level of awareness on Social Media among the Faculty Members and Research Scholars in Tamilnadu Agriculture University's constituent colleges in Trichy.
3. To find out the level of awareness of Social Media sites by Gender, Age, Qualification and Designation in Tamilnadu Agriculture University's constituent colleges in Trichy.

**Methodology**

A thoroughly prepared questionnaire was used to collect the information on Social Media awareness from the Faculty members and research scholars of various disciplines in Tamilnadu Agriculture University and its Constitution Colleges and Research Institute in Tiruchirappalli. Among the 178 circulated questionnaires only 158 filled in structured questionnaire were received from three institutions. And the response rate for the present research work is 88.76%.

There are 15 constituent Colleges and 28 Affiliated Colleges are running under Tamil Nadu Agricultural University in various districts in Tamil Nadu. The Tables 1 and 2 describes the Constituent College's details and affiliated colleges under TNAU, respectively.From the fifteen different constituent Colleges adopted for the present research work only three constituent Colleges were selected for further studies as a pilot research as shown in Table.3 provides the demographical information's of the Constituent colleges spread over in Tiruchirappalli.

**Table 1:** Constituent Colleges under TNAU

| S. No. | Name of the Constituent Colleges under TNAU |
|---|---|
| 1 | AC & R I, Coimbatore |
| 2 | HC & RI, Coimbatore |
| 3 | AEC & RI, Coimbatore |
| 4 | SPGS, Coimbatore |
| 5 | AC & RI, Madurai |
| 6 | CSC & RI, Madurai |
| 7 | ADAC & RI, Trichy |
| 8 | HC & RI for Women, Trichy |
| 9 | AEC & RI, Trichy |
| 10 | AC & RI, Killikulam, Tirunelveli |
| 11 | FC & RI, Mettupalayam |
| 12 | AC & RI, Eachangkottai, Thanjavur |
| 13 | AC & RI, Kudumiyanmalai, Pudukkottai |

| | |
|---|---|
| 14 | AC & RI, Vazhavachanur, Tiruvannamalai |
| 15 | HC & RI, Periyakulam, Theni |

**Table 2:** Affiliated Colleges under TNAU.

| S. No. | Name of the Affiliated Colleges under TNAU |
|---|---|
| 1 | Adhiparasakthi Agricultural College, Vellore |
| 2 | Adhiparasakthi Horticulture College, Vellore |
| 3 | Thanthai Roever Institute of Agriculture & Rural Development, Perambalur |
| 4 | Vanavarayar Institute of Agriculture, Pollachi. |
| 5 | Imayam Institute of Agriculture & Technology, Kannanur, Trichy |
| 6 | PGP College of Agricultural Sciences, Namakkal |
| 7 | RVS Agriculture College, Thanjavur |
| 8 | College of Agricultural Technology, Theni |
| 9 | Kumaraguru Institute of Agriculture, Erode |
| 10 | J.K.K.Munirajah College of Agricultural Science, Erode |
| 11 | Don Bosco College of Agriculture, Vellore |
| 12 | RVS Padmavathy College of Horticulture, Dindigul |
| 13 | JSA College of Agriculture & Technology, Cuddalore |
| 14 | SRS Institute of Agriculture & Technology, Dindigul |
| 15 | S Thangapazham Agricultural College, Tirunelveli |
| 16 | Sethu Bhaskara Agricultural College & Research Foundation, Sivagangai |
| 17 | Nammazhvar College of Agriculture & Technology, Ramanathapuram |
| 18 | Adhiyamaan College of Agriculture & Research, Krishnagiri |
| 19 | Krishna College of Agriculture & Technology, Madurai |
| 20 | The Indian Agricultural College, Tirunelveli |
| 21 | Nalanda College of Agriculture, Trichy |
| 22 | Aravindhar Agricultural Institute of Technology,Thiruvannamalai. |
| 23 | Palar Agricultural College,Vellore. |
| 24 | Dhanalakshmi Srinivasan Agriculture College,Perambalur. |
| 25 | Mother Terasa College of Agriculture,Mettusalai,Illuppur (PO),Pudukkottai. |
| 26 | Pushkaram College of Agriculture Sciences,Pudukkottai. |
| 27 | MIT College of Agriculture and Technology, Trichy |
| 28 | Jaya Agricultural College, Thiruvallur. |

**Table 3:** Demographic Details of Constituent Colleges, Tiruchirappalli.

| S. No. | Name of the Constituent Colleges | Number | % |
|---|---|---|---|
| 1 | ADAC & RI, Navalur Kuttapattu,Trichy | 49 | 31.0 |
| 2 | HC & RI for Women, Navalur Kuttapattu Trichy | 31 | 19.6 |
| 3 | AEC & RI,Kumulur, Trichy | 78 | 49.4 |
| | **Total** | **158** | **100.0** |
| **S. No.** | **Gender** | **Number** | **%** |
| 1 | MALE | 87 | 55.1 |
| 2 | FEMALE | 71 | 44.9 |
| | **Total** | **158** | **100.0** |
| **S. No.** | **Age** | **Number** | **%** |
| 1 | 20-25 | 55 | 34.8 |
| 2 | 26-30 | 20 | 12.7 |
| 3 | 31-35 | 4 | 2.5 |
| 4 | 36-40 | 40 | 25.3 |
| 5 | 40 and above | 39 | 24.7 |
| | **Total** | **158** | **100.0** |
| **S.No.** | **Designation** | **Number** | **%** |
| 1 | Assistant Professor | 45 | 28.5 |
| 2 | Associate Professor | 8 | 5.1 |
| 3 | Professor | 32 | 20.3 |
| 4 | Research Scholar | 73 | 46.2 |
| | **Total** | **158** | **100.0** |
| **S.No.** | **Qualification** | **Number** | **%** |
| 1 | Masters Degree | 62 | 39.2 |
| 2 | M.Phil | 2 | 1.3 |
| 3 | Ph.D | 58 | 36.7 |
| 4 | Post Doctoral | 36 | 22.8 |
| | **Total** | **158** | **100.0** |

**Statistical Analysis**

The collected information/data were subjected for statistical analysis by using Software Package for Social Studies (SPSS, Version.23) and calculated the Mean, Percentage and ranking level with diagrams of Social Media usage with the following group wise manner such as, gender, age, qualification and constraints wise.

**Table 4:** Awareness of Social Media Vs Gender

| Sl. No | Question | GENDER | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Male | | Female | | Subtotal | | |
| | | Mean±STD. | Sum | Mean±STD. | Sum | Mean±STD. | Sum | |
| 1 | **Sharing General Information:** Facebook | 2.10±0.81 | 183 | 2.01±0.82 | 143 | 2.06±0.81 | 326 | 1 |
| | Twitter | 1.70±0.78 | 148 | 1.66±0.75 | 118 | 1.68±0.77 | 266 | 4 |
| | Blogs | 1.51±0.71 | 131 | 1.46±0.69 | 104 | 1.49±0.70 | 235 | 5 |
| | My Space | 1.39±0.64 | 121 | 1.35±0.59 | 96 | 1.37±0.61 | 217 | 6 |
| | Google + | 1.87±0.83 | 163 | 1.87±0.72 | 133 | 1.87±0.78 | 296 | 2 |
| | Wikis | 1.83±0.81 | 159 | 1.63±0.74 | 116 | 1.74±0.78 | 275 | 3 |
| 2 | **Sharing of Research Information:** Research Gate | 1.98±0.82 | 172 | 1.90±0.78 | 135 | 1.94±0.80 | 307 | 1 |
| | Academia.edu | 1.71±0.76 | 149 | 1.83±0.74 | 130 | 1.77±0.75 | 279 | 2 |
| | ResearcherID | 1.61±0.75 | 140 | 1.59±0.69 | 113 | 1.60±0.72 | 253 | 3 |
| 3 | **Sharing Media such as Photos and Videos:** Flickr | 1.46±0.73 | 127 | 1.23±0.48 | 87 | 1.35±0.64 | 214 | 4 |
| | YouTube | 2.26±0.84 | 197 | 2.06±0.84 | 146 | 2.17±0.85 | 343 | 1 |
| | Instagram | 2.01±0.90 | 175 | 1.83±0.86 | 130 | 1.93±0.88 | 305 | 2 |
| | Pinterest | 1.49±0.76 | 130 | 1.35±0.66 | 96 | 1.43±0.72 | 226 | 3 |
| 4 | **Social Bookmarking:** Digg | 1.44±0.69 | 125 | 1.28±0.51 | 91 | 1.37±0.62 | 216 | 3 |
| | Delicious | 1.43±0.71 | 124 | 1.32±0.58 | 94 | 1.38±0.65 | 218 | 2 |
| | Stumbleupon | 1.47±0.73 | 128 | 1.28±0.57 | 91 | 1.39±0.67 | 219 | 1 |
| 5 | **Social Messengers:** Whatsapp | 2.30±0.84 | 200 | 2.30±0.82 | 163 | 2.30±0.83 | 363 | 1 |
| | Viber | 1.41±0.66 | 123 | 1.34±0.58 | 95 | 1.38±0.62 | 218 | 5 |
| | LINE Mobile messaging | 1.45±0.64 | 126 | 1.52±0.69 | 108 | 1.48±0.67 | 234 | 3 |
| | Snapchat | 1.41±0.66 | 123 | 1.38±0.62 | 98 | 1.40±0.64 | 221 | 4 |
| | Google Hangouts | 1.53±0.71 | 133 | 1.61±0.73 | 114 | 1.56±0.72 | 247 | 2 |

The results of the awareness on Social Media Vs Gender was evaluated through the sharing of general information in Facebook, Twitter, Blogs, My Space, Google + and Wikis. Based on the statistical analysis results the male and female respondents were found to have the following level of awareness with the mean, standard deviation & ranking of 2.10±0.81 and 2.01±0.82 & 1 (Facebook), 1.87±0.83 and 1.87±0.72 & 2 (Google +), 1.83±0.81 and 1.63±0.74 & 3 (Wikis) followed by Twitter, Blogs and My Space, respectively. Similarly, the sharing of research information among the male and female respondents has been analyzed by using the awareness on Research Gate, Academia.edu and ResearcherID. The results revealed that, both male and female respondents were found to have the highest level of awareness on Research Gate with the following mean, standard deviation and ranking values of 1.98±0.82 and 1.90±0.78 & 1, respectively followed by Academia.edu and ResearcherID.

In addition to this, the level of awareness on sharing media such as photos and videos were assessed through the usage of Flickr, YouTube, Instagram and Pinterest among the male and female respondents which exerted the following maximum mean, standard deviation and ranking values of 2.26±0.84 (male respondents), 2.06±0.84 (female respondents) and secured 1st rank.Further the social bookmarking awareness on Digg, Delicious and Stumbleupon among the male and female respondents was analyzed. The results has highlighted that the maximum awareness was found in Stumbleupon with the highest mean, standard deviation and ranking values of 1.47±0.73 (male respondents), 1.28±0.57 (female respondents) and secured 1st rank followed by Delicious and Digg.Likewise, the awareness on Social Messengers like Whatsapp, Viber, LINE Mobile messaging, Snapchat and Google Hangouts by the respondents has revealed the maximum awareness was exerted by WhatsApp with the following mean, standard deviation and ranking values of 2.30±0.84 (male respondents), 2.30±0.82(female respondents) and secured 1st rank followed by Google Hangouts, Snapchat, Viber and LINE Mobile messaging secured 2nd, 3rd and 4th rank, respectively. Seechaliao et al. (2015) have reported that the teaching professionals are always searching for information and studied hard by themselves to cope with the problems of social media use in their courses and to enhance their skills in using social media in courses effectively. Mushtaq and Benraghda, (2018) showed that there are no statistically significant differences between positive and negative impact of social media and students academic achievements.

**Table 5:** Awareness of Social Media Vs Age

| Sl. No | Question | AGE | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | 20-25 | | 26-30 | | 31-35 | | 36-40 | | 40 and above | | Subtotal | | |
| | | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Rank |
| 1 | **Sharing General Information:** Facebook | 2.13±0.84 | 117 | 2.05±0.76 | 41 | 2.00±1.15 | 8 | 2.10±0.74 | 84 | 1.95±0.86 | 76 | 2.06±0.81 | 326 | 1 |
| | Twitter | 1.85±0.78 | 102 | 1.50±0.61 | 30 | 1.50±0.58 | 6 | 1.53±0.75 | 61 | 1.72±0.83 | 67 | 1.68±0.77 | 266 | 4 |
| | Blogs | 1.65±0.78 | 91 | 1.20±0.41 | 24 | 1.25±0.50 | 5 | 1.35±0.62 | 54 | 1.56±0.75 | 61 | 1.49±0.70 | 235 | 5 |
| | My Space | 1.47±0.66 | 81 | 1.25±0.44 | 25 | 1.25±0.50 | 5 | 1.28±0.60 | 51 | 1.41±0.64 | 55 | 1.37±0.61 | 217 | 6 |
| | Google + | 2.04±0.74 | 112 | 1.80±0.83 | 36 | 1.25±0.50 | 5 | 1.73±0.82 | 69 | 1.90±0.75 | 74 | 1.87±0.78 | 296 | 2 |
| | Wikis | 1.84±0.76 | 101 | 1.85±0.88 | 37 | 1.50±0.58 | 6 | 1.60±0.78 | 64 | 1.72±0.79 | 67 | 1.74±0.78 | 275 | 3 |
| 2 | **Sharing of Research Information:** Research Gate | 2.13±0.77 | 117 | 2.05±0.83 | 41 | 2.50±1.0 | 10 | 1.60±0.74 | 64 | 1.92±0.77 | 75 | 1.94±0.80 | 307 | 1 |
| | Academia.edu | 1.96±0.74 | 108 | 1.75±0.79 | 35 | 1.50±0.58 | 6 | 1.48±0.68 | 59 | 1.82±0.76 | 71 | 1.77±0.75 | 279 | 2 |
| | ResearcherID | 1.69±0.72 | 93 | 1.55±0.69 | 31 | 1.00±0.00 | 4 | 1.60±0.74 | 64 | 1.56±0.75 | 61 | 1.60±0.72 | 253 | 3 |
| 3 | **Sharing Media such as Photos and Videos:** Flickr | 1.33±0.58 | 73 | 1.15±0.49 | 23 | 1.25±0.50 | 5 | 1.38±0.70 | 55 | 1.49±0.72 | 58 | 1.35±0.64 | 214 | 4 |
| | YouTube | 2.18±0.82 | 120 | 2.05±0.89 | 41 | 2.00±0.82 | 8 | 2.40±0.84 | 96 | 2.00±0.89 | 78 | 2.17±0.85 | 343 | 1 |
| | Instagram | 2.11±0.88 | 116 | 1.55±0.69 | 31 | 1.75±0.96 | 7 | 2.03±0.95 | 81 | 1.79±0.86 | 70 | 1.93±0.88 | 305 | 2 |
| | Pinterest | 1.42±0.66 | 78 | 1.15±0.37 | 23 | 1.00±0.00 | 4 | 1.30±0.69 | 52 | 1.77±0.87 | 69 | 1.43±0.72 | 226 | 3 |
| 4 | **Social Bookmarking:** Digg | 1.33±0.55 | 73 | 1.25±0.44 | 25 | 1.00±0.00 | 4 | 1.38±0.70 | 55 | 1.51±0.72 | 59 | 1.37±0.62 | 216 | 3 |
| | Delicious | 1.31±0.57 | 72 | 1.30±0.47 | 26 | 1.25±0.50 | 5 | 1.45±0.78 | 58 | 1.46±0.72 | 57 | 1.38±0.65 | 218 | 2 |
| | Stumbleupon | 1.36±0.59 | 75 | 1.25±0.55 | 25 | 1.25±0.50 | 5 | 1.30±0.69 | 52 | 1.59±0.79 | 62 | 1.39±0.62 | 219 | 1 |
| 5 | **Social Messengers:** Whatsapp | 2.53±0.72 | 139 | 2.40±0.75 | 48 | 3.00±0.00 | 12 | 1.95±0.93 | 78 | 2.21±0.80 | 86 | 2.30±0.83 | 363 | 1 |
| | Viber | 1.44±0.66 | 79 | 1.20±0.41 | 24 | 1.00±0.00 | 4 | 1.30±0.56 | 52 | 1.51±0.72 | 59 | 1.38±0.62 | 218 | 5 |
| | LINE Mobile messaging | 1.65±0.75 | 91 | 1.40±0.50 | 28 | 1.25±0.50 | 5 | 1.35±0.62 | 54 | 1.44±0.64 | 56 | 1.48±0.67 | 234 | 3 |
| | Snapchat | 1.51±0.72 | 83 | 1.35±0.59 | 27 | 1.25±0.50 | 5 | 1.23±0.48 | 49 | 1.46±0.68 | 57 | 1.40±0.64 | 221 | 4 |
| | Google Hangouts | 1.73±0.76 | 95 | 1.60±0.75 | 32 | 1.00±0.00 | 4 | 1.38±0.63 | 55 | 1.56±0.72 | 61 | 1.56±0.72 | 247 | 2 |

The Table 5 shows the results of the awareness on Social Media Vs Age was evaluated through the sharing of general information in Facebook, Twitter, Blogs, My Space, Google + and Wikis. Based on the statistical analysis results the age group of 20-25, 26-30, 31-35, 36-40 & 40 and above respondents were found to have the following level of awareness with the mean, standard deviation & ranking of 2.13±0.84, 2.05±0.76, 2.00±1.15, 2.10±0.74, 1.95±0.86, 2.06±0.81 facebook, placed Rank 1 and Google +, 2.04±0.74, 1.80±0.83, 1.25±0.50, 1.73±0.82, 1.90±0.75 secured 2nd rank followed by Twitter, Blogs and My Space, respectively.

Correspondingly, the sharing of research information among the respondents of the above prescribed age groups has been analyzed by using the awareness on Research Gate, Academia.edu and ResearcherID. The results revealed that, all the age group respondents were found to have the highest level of awareness on Research Gate with the following mean, standard deviation sum value and ranking values of Research Gate 1.94±0.80 ranked 1, Academia.edu 1.77±0.75 ranked 2 and 1.60±0.72 secured 3rd rank.In addition to this, the level of awareness on sharing media such as photos and videos were assessed through the usage of Flickr, YouTube, Instagram and Pinterest among all the respondents of above mentioned age group which exerted the following maximum mean, standard deviation of sum and ranking values of 2.17±0.85 (Youtube) secured rank 1, 1.93±0.88 (Instagram) rank 2, 1.43±0.72 (pinterest) rank 3 and followed by flicker placed the 4th rank with 1.35±0.64 mean and standard deviation value.

Further the social bookmarking awareness on Digg, Delicious and Stumbleupon among the male and female respondents was analyzed. The results has highlighted that the maximum level of awareness was found in Stumbleupon with the highest mean, standard deviation and ranking values of 1.39±0.62 secured 1st rank followed by Delicious and Digg.As well, the awareness on Social Messengers like Whatsapp, Viber, LINE Mobile messaging, Snapchat and Google Hangouts by the respondents has revealed the maximum awareness was exerted by WhatsApp with the following mean, standard deviation and ranking sum values of 2.30±0.83 (WhatsApp) Ranked 1 and (Google Hangouts) 1.56±0.72 ranked 2 followed by LINE Mobile messaging Snapchat, Viber and secured 3rd, 4th and 5th rank, respectively.

Roebuck et al. (2013) have studied that perception of professors using social media in the classroom. Based on the statistical analysis he found that the factors of age, gender and academic qualification and positions held has no impact on SM usage. **Table 6:** Awareness of Social Media Vs Designation

| Sl. No | Question | POSITION/DESIGNATION | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Assistant Professor | | Associate Professor | | Professor | | Research Scholar | | Total | | |
| | | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Mean±STD | Sum | Rank |
| 1 | **Sharing General Information:** Facebook | 2.02±0.72 | 91 | 1.88±0.83 | 15 | 2.13±0.91 | 68 | 2.08±0.83 | 152 | 2.06±0.81 | 326 | 1 |
| | Twitter | 1.53±0.73 | 69 | 1.75±1.04 | 14 | 1.66±0.79 | 53 | 1.78±0.75 | 130 | 1.68±0.77 | 266 | 4 |
| | Blogs | 1.40±0.62 | 63 | 1.50±0.76 | 12 | 1.47±0.76 | 47 | 1.55±0.75 | 113 | 1.49±0.70 | 235 | 5 |
| | My Space | 1.31±0.60 | 59 | 1.25±0.46 | 10 | 1.41±0.67 | 45 | 1.41±0.62 | 103 | 1.37±0.61 | 217 | 6 |
| | Google + | 1.76±0.77 | 79 | 1.63±0.52 | 13 | 1.78±0.83 | 57 | 2.01±0.77 | 147 | 1.87±0.78 | 296 | 2 |
| | Wikis | 1.58±0.75 | 71 | 1.50±0.76 | 12 | 1.69±0.78 | 54 | 1.89±0.79 | 138 | 1.74±0.78 | 275 | 3 |
| 2 | **Sharing of Research Information:** Research Gate | 1.87±0.81 | 84 | 1.88±0.83 | 15 | 1.69±0.78 | 54 | 2.11±0.77 | 154 | 1.94±0.80 | 307 | 1 |
| | Academia.edu | 1.69±0.70 | 76 | 2.00±0.93 | 16 | 1.44±0.67 | 46 | 1.93±0.75 | 141 | 1.77±0.75 | 279 | 2 |
| | ResearcherID | 1.56±0.69 | 70 | 1.38±0.52 | 11 | 1.59±0.84 | 51 | 1.66±0.71 | 121 | 1.60±0.72 | 253 | 3 |
| 3 | **Sharing Media such as Photos and Videos:** Flickr | 1.36±0.61 | 61 | 1.75±1.04 | 14 | 1.41±0.71 | 45 | 1.29±0.56 | 94 | 1.35±0.64 | 214 | 4 |
| | YouTube | 2.20±0.87 | 99 | 1.88±0.99 | 15 | 2.22±0.87 | 71 | 2.16±0.82 | 158 | 2.17±0.85 | 343 | 1 |
| | Instagram | 1.71±0.84 | 77 | 1.63±0.92 | 13 | 2.22±0.91 | 71 | 1.97±0.87 | 144 | 1.93±0.88 | 305 | 2 |
| | Pinterest | 1.38±0.72 | 62 | 1.63±0.92 | 13 | 1.63±0.87 | 52 | 1.36±0.61 | 99 | 1.43±0.72 | 226 | 3 |
| 4 | **Social Bookmarking:** | 1.33±0.60 | 60 | 1.75±0.89 | 14 | 1.41±0.76 | 45 | 1.33±0.53 | 97 | 1.37±0.62 | 216 | 3 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Digg | | | | | | | | | | | |
| | Delicious | 1.40±0.69 | 63 | 1.75±0.89 | 14 | 1.44±0.76 | 46 | 1.30±0.54 | 95 | 1.38±0.65 | 218 | 2 |
| | Stumbleupon | 1.33±0.64 | 60 | 1.88±0.99 | 15 | 1.44±0.76 | 46 | 1.34±0.58 | 98 | 1.39±0.67 | 219 | 1 |
| 5 | **Social Messengers:** Whatsapp | 2.09±0.90 | 94 | 2.25±0.89 | 18 | 2.13±0.87 | 68 | 2.51±0.71 | 183 | 2.30±0.83 | 363 | 1 |
| | Viber | 1.29±0.51 | 58 | 1.50±0.76 | 12 | 1.47±0.76 | 47 | 1.38±0.62 | 101 | 1.38±0.62 | 218 | 5 |
| | LINE Mobile messaging | 1.36±0.61 | 61 | 1.50±0.53 | 12 | 1.38±0.66 | 44 | 1.60±0.70 | 117 | 1.48±0.67 | 234 | 3 |
| | Snapchat | 1.31±0.56 | 59 | 1.38±0.52 | 11 | 1.34±0.65 | 43 | 1.48±0.69 | 108 | 1.40±0.64 | 221 | 4 |
| | Google Hangouts | 1.42±0.66 | 64 | 1.63±0.74 | 13 | 1.47±0.72 | 47 | 1.68±0.74 | 123 | 1.56±0.72 | 247 | 2 |

The Table 6 shows the results of the awareness on Social Media Vs Designation was evaluated through the sharing of general information in Facebook, Twitter, Blogs, My Space, Google + and Wikis. Based on the statistical analysis results the designation of Assistant Professor, Associate Professor, Professor and Research Scholar and above respondents were found to have the following level of awareness with the mean, standard deviation & ranking of 2.02±0.72, 1.88±0.83, 2.13±0.91,2.08±0.83, 2.06±0.81(total mean and standard deviation) facebook, placed Rank 1 and Google +, 1.76±0.77, 1.63±0.52, 1.78±0.83, 2.01±0.77, 1.87±0.78 (total mean and standard deviation) secured 2nd rank followed by Wikis, Twitter, Blogs, My Space have secured 3rd, 4th, 5th, & 6th rank respectively. Likewise, the sharing of research information among the respondents of the above prearranged designation has been analyzed by using the awareness on Research Gate, Academia.edu and ResearcherID. The results revealed that, all the respondents were found to have the highest level of awareness on Research Gate with the following mean, standard deviation's total and ranking values of Research Gate 1.94±0.80have placed rank 1, Academia.edu 1.77±0.75 have placed rank 2 and 1.60±0.72 ResearcherID placed the 3rd rank in that order.

In addition to this, the level of awareness on sharing media such as photos and videos were assessed through the usage of Flickr, YouTube, Instagram and Pinterest among all the respondents in designation wise which exerted the following maximum mean, standard deviation of sum and ranking values of 2.17±0.85 (Youtube) secured rank 1, 1.93±0.88 (Instagram) rank 2, 1.43±0.72 (pinterest) rank 3 and followed by flicker placed the 4th rank with 1.35±0.64 mean and standard deviation value. Further the social bookmarking awareness on Digg, Delicious and Stumbleupon among the respondents in designation wise was analyzed. The results has highlighted that the maximum level of awareness was found in Stumbleupon with the highest mean, standard deviation and ranking values of 1.39±0.67 secured I$^{st}$ rank followed by Delicious with 1.38±0.65 and 1.37±0.62 Digg secured 2$^{nd}$ and 3$^{rd}$ rank respectively.Also, the awareness on Social Messengers like Whatsapp, Viber, LINE Mobile messaging, Snapchat and Google Hangouts by the respondents has revealed the maximum awareness was exerted by WhatsApp with the following mean, standard deviation and ranking sum values of 2.30±0.83 (WhatsApp) Ranked 1 and (Google Hangouts) 1.56±0.72 ranked 2 followed by LINE Mobile messaging Snapchat & Viber have secured 3rd, 4th and 5th rank, respectively. Toker & Baturay, (2019) have studied the impact of impact of Face book, communication, collaboration, resources and material sharing on education and suggested the all the Social Media tools have a great impact on their educational improvement.

**Table 7:** Awareness of Social Media Vs Qualification

| **Sl.No** | **Question** | **QUALIFICATION** | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **Masters Degree** | | **M.Phil** | | **Ph.D** | | **Post Doctoral** | | **Total** | | |
| | | **Mean±STD.** | **Sum** | **Mean±STD.** | **Sum** | **Mean±STD.** | **Sum** | **Mean** | **Sum** | **Mean±STD.** | **Sum** | **Rank** |
| 1 | **Sharing General Information:** Facebook | 2.09±0.80 | 130 | 1.5±0.71 | 3 | 1.94±0.83 | 113 | 2.22±0.80 | 80 | 2.06±0.81 | 326 | 1 |
| | Twitter | 1.8±0.72 | 112 | 1.5±0.71 | 3 | 1.53±0.75 | 89 | 1.722±0.85 | 62 | 1.68±0.77 | 266 | 4 |
| | Blogs | 1.59±0.73 | 99 | 1.5±0.71 | 3 | 1.41±0.65 | 82 | 1.416±0.73 | 51 | 1.48±0.70 | 235 | 5 |
| | My Space | 1.45±0.62 | 90 | 1.5±0.71 | 3 | 1.31±0.60 | 76 | 1.33±0.63 | 48 | 1.37±0.61 | 217 | 6 |
| | Google + | 2.06±0.74 | 128 | 2.5±0.71 | 5 | 1.77±0.75 | 103 | 1.66±0.83 | 60 | 1.87±0.78 | 296 | 2 |
| | Wikis | 1.88±0.79 | 117 | 1.5±0.71 | 3 | 1.70±0.79 | 99 | 1.55±0.73 | 56 | 1.74±0.78 | 275 | 3 |

| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 | **Sharing of Research Information:** Research Gate | 2.08±0.80 | 129 | 2±0.00 | 4 | 2.10±0.79 | 122 | 1.44±0.65 | 52 | 1.94±0.80 | 307 | 1 |
| | Academia.edu | 1.98±0.76 | 123 | 2±0.00 | 4 | 1.82±0.78 | 106 | 1.27±0.45 | 46 | 1.76±0.75 | 279 | 2 |
| | ResearcherID | 1.69±0.74 | 105 | 1.5±0.71 | 3 | 1.58±0.73 | 92 | 1.47±0.70 | 53 | 1.60±0.72 | 253 | 3 |
| 3 | **Sharing Media such as Photos and Videos:** Flickr | 1.29±0.55 | 80 | 1.5±0.71 | 3 | 1.37±0.64 | 80 | 1.41±0.77 | 51 | 1.35±0.64 | 214 | 4 |
| | YouTube | 2.16±0.79 | 134 | 1.5±0.71 | 3 | 1.93±0.86 | 112 | 2.61±0.77 | 94 | 2.17±0.85 | 343 | 1 |
| | Instagram | 2.06±0.85 | 128 | 1.5±0.71 | 3 | 1.51±0.75 | 88 | 2.38±0.87 | 86 | 1.93±0.88 | 305 | 2 |
| | Pinterest | 1.4±0.64 | 87 | 1.5±0.71 | 3 | 1.43±0.73 | 83 | 1.47±0.84 | 53 | 1.43±0.72 | 226 | 3 |
| 4 | **Social Bookmarking:** Digg | 1.35±0.55 | 84 | 1.5±0.71 | 3 | 1.29±0.56 | 75 | 1.5±0.81 | 54 | 1.36±0.62 | 216 | 3 |
| | Delicious | 1.33±0.57 | 83 | 1.5±0.71 | 3 | 1.36±0.61 | 79 | 1.47±0.84 | 53 | 1.37±0.65 | 218 | 2 |
| | Stumbleupon | 1.38±0.61 | 86 | 1.5±0.71 | 3 | 1.34±0.64 | 78 | 1.44±0.81 | 52 | 1.38±0.67 | 219 | 1 |
| 5 | **Social Messengers:** Whatsapp | 2.48±0.72 | 154 | 2±0.71 | 4 | 2.36±0.95 | 137 | 1.88±0.95 | 68 | 2.29±0.83 | 363 | 1 |
| | Viber | 1.4±0.64 | 87 | 1.5±0.71 | 3 | 1.32±0.60 | 77 | 1.41±0.65 | 51 | 1.37±0.62 | 218 | 5 |
| | LINE Mobile messaging | 1.66±0.70 | 103 | 1.5±0.71 | 3 | 1.37±0.64 | 80 | 1.33±0.59 | 48 | 1.48±0.67 | 234 | 3 |
| | Snapchat | 1.51±0.72 | 94 | 1.5±0.71 | 3 | 1.37±0.62 | 80 | 1.22±0.48 | 44 | 1.39±0.64 | 221 | 4 |
| | Google Hangouts | 1.79±0.75 | 111 | 1.5± | 3 | 1.48±0.73 | 86 | 1.30±0.52 | 47 | 1.56±0.72 | 247 | 2 |

The Table 7 illustrates the outcome of the awareness on Social Media Vs Qualification was evaluated through the sharing of general information in facebook, Twitter, Blogs, My Space, Google + and Wikis. Based on the statistical analysis results the designation of Masters Degree, M.Phil, Ph.D and Post Doctoral and above respondents were found to have the following level of awareness with the total value of mean, standard deviation & ranking of facebook 2.06±0.81 Secured rank 1, Google + 1.87±0.78 ranked 2, Wikis 1.74±0.78 ranked 3 followed by Blogs 1.68±0.77, My Space 1.48±0.70 and Twitter 1.37±0.61 have secured 4$^{th}$, 5$^{th}$ & 6$^{th}$ rank respectively. Similarly, the sharing of research information among the respondents of the above given qualification has been analyzed by using the awareness on Research Gate, Academia.edu and ResearcherID. The outcome revealed that, all the respondents were found to have the highest level of awareness on Research Gate with the following mean, standard deviation's total and ranking values of Research Gate 1.94±0.80 and ranked 1, Academia.edu 1.76±0.75 ranked 2 and ResearcherID 1.60±0.72 have secured 3 rank correspondingly.

As well the level of awareness on sharing media such as photos and videos were assessed through the usage of Flickr, YouTube, Instagram and Pinterest among all the respondents in qualification wise which put forth the following maximum mean, standard deviation of sum and ranking values of 2.17±0.85(YouTube) placed I$^{st}$ rank, 1.93±0.88 (Instagram) 2$^{nd}$ rank and go after by 1.43±0.72 (Pinterest) and 1.35±0.64 (Flicker) have placed 3$^{rd}$ and 4$^{th}$ rank in that order. In addition the social bookmarking awareness on Digg, Delicious and Stumbleupon among the respondents in designation wise was analyzed. The results has highlighted that the maximum level of awareness was found in Stumbleupon with the highest mean, standard deviation and ranking values of 1.38±0.67 secured ranked 1, Delicious 1.37±0.65 ranked 2 and Digg 1.36±0.62 ranked 3.

It is observed that, the awareness on Social Messengers like WhatsApp, Viber, LINE Mobile messaging, Snapchat and Google Hangouts by the respondents has revealed the maximum awareness was exerted by WhatsApp with the following mean, standard deviation and ranking sum values of 2.29±0.83 WhatsApp have secured I$^{st}$ rank and (Google Hangouts) 1.56±0.72 ranked 2 followed by LINE Mobile messaging Snapchat & Viber have secured 3rd, 4th and 5th rank, in that order. Hiremath, (2016) has also stated that, the usage of SM among the academicians helped to communicate and connect each other from different locality. Many Libraries

administrative works have been modified upon using SM to get interactive relationship with their user's worldwide.

**Conclusion**

The present study has been hypothesized to analyze the awareness on SM among the Faculty Members and Research Scholars from Tiruchirappalli constituent colleges of TNAU. Based on the statically analysis of the data collected it is found that the social awareness of participation and utilization of SM has been found to be update.

Also the study focused the awareness of SM through gender, age, qualification and designation. And the results have revealed that all the segregated groups found to have a medium level of awareness. In addition the active participation of educational professionals such as, Teachers, Professors and Research Scholars should be motivated by the Management/University authorities. The current research work has laid the base line for the rapid utilization of SM for the educationalist and their development.

**Study Recommendations**:

- The Academic and Research Institutions should take necessary steps to create awareness and to promote the importance of SM among the research scholars and faculty members.
- The Research Scholars should be encouraged to use Social Media to share their research activities among the fellow researchers.
- Collaborative work must be encouraged among the Researchers to do their research and other Academic Activities.

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