

## Use of Social Networking Sites by Mysore University Post Graduate students: A Study

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### ABSTRACT

This study examines the relationship between use of Face book, a popular online social network site, and the formation and maintenance of social capital. we explore a dimension of social capital that assesses one's ability to stay connected with members of a previously inhabited community, which we call maintained social capital. a survey conducted from undergraduate students University of Mysore (N = 186 (93.00%)) suggest a strong association between use of Face book and the three types of social capital, with the strongest relationship being to bridging social capital.

**KEYWORDS:** Social Media; Social Networks; Social Groups; Social Networking Sites,

### INTRODUCTION

In the 21<sup>st</sup> century Social networking sites are used by the hundreds of millions of people around this world. A social network is a social structure made up of a set of social actors and a set of the dyadic ties between these actors. The social network perspective provides a set of methods for analyzing the structure of whole social entities as well as a variety of theories explaining the patterns observed in these structures. The study of these structures uses social network analysis to identify local and global patterns, locate influential entities, and examine network dynamics.

Social networks and the analysis of them is an inherently interdisciplinary academic field which emerged from social psychology, sociology, statistics, and graph theory. Georg Simmel authored early structural theories in sociology emphasizing the dynamics of triads and "web of group affiliations." Jacob Moreno is credited with developing the first sociograms in the 1930s to study interpersonal relationships. These approaches were mathematically formalized in the 1950s and

theories and methods of social networks became pervasive in the social and behavioral sciences by the 1980s. Social network analysis is now one of the major paradigms in contemporary sociology, and is also employed in a number of other social and formal sciences. Together with other complex networks, it forms part of the nascent field of network science



### **OBJECTIVES OF THE STUDY**

The present study is an attempt to find out the Social Networking Sites used by the Students of the University of Mysore

- To find out the role of Social Networking Sites in creating awareness among the Mysore university users
- To know the purpose of using Social Networking Sites by users;  
To identify the satisfaction level of use of Social Networking Sites;  
To know the problems being faced by the users while using Social Networking Sites;

### **METHODOLOGY**

For carrying out the present survey, the investigator conducted a thorough literature search by browsing the online databases of Library and Information Science Abstracts (LISA) Library and Information Science and Technology Abstracts (LISTA), EBSCOHOST, and Emerald.

For the purpose of data collection, structured questionnaires were designed before finalizing the questionnaires; an attempt was made to get it reviewed by experts in the field. Thus suggestions thus obtained by experts were promptly incorporated to enhance the validity of the questionnaire.

### **DATA ANALYSIS AND INTERPRETATION**

The data collected by different methods were analysed and interpreted and same are presented in the following tables.

**Table-1: Use of Social Networking Sites**

Sr. No	No. of Respondents	Respondents	Percentage
1	Yes	186	93.00%
2	No	14	00.07%
Total		200	100.00%

The Social Networking Sites has been summarized in table -1. The table -1 depicts the respondent's use of social networking sites out of 200 respondents 186 'Yes' , remaining 14 students not respondents

**Table-2: Status wise distribution**

Sr. No	Status	No. of Respondents	Percentage
1	P.G. Students	125	67.20%
2	M.Phil Students	24	12.90%
3	Research Scholars	37	19.89%
Total		186	100%

Table-2 shows that the majority of 125 (67.20%) were used P.G. Students used social networking sites followed by 37(19.89%) of Research scholars and 24(12.90%) of M.Phil students were used social networking sites.

**Table-3: Discipline Wise distribution**

Sr. No	Discipline	No. of Respondents	Percentage
1	Social science	69	37.10%
2	Science	54	29.03%
3	Humanities	63	33.87%
Total		186	100.00%

The above table -3 depicts that the majority of respondents used social networking sites then 69(37.10%) of social science students followed by 63(33.87%) of Science discipline students and only 54(29.03%) of humanities disciplines students were used the social networking sites

**Table-4: Gender Wise distribution**

Sr. No	Gender	No. of Respondents	Percentage
1	Male	110	59.14%
2	Female	76	40.86%
Total		186	100%

The table -4 reveals the classification of respondents by Gender. Out of 186(100%) respondents, 110(59.14%) are Male used the social networking sites and 76(40.86%) are female used social networking sites. It is inferred that male dominate over the female.

**Table-5: Place of access to Social Networking sites**

Sr. No	Place of access	No. of Respondents	Percentage
1	Library	--	--
2	Browsing centre	97	52.15%
3	Own Laptop	69	37.10%
4	Hostel	--	--
5	Home	27	14.52%

The data with respect to location of use to social networking sites are presented in the table-4. The table reveals that, the majority of the users 97(52.15%) of users are used browsing centre followed by 69(37.10%) of students are used Own Laptop, and least 27(14.52%) of students are used Home.

**Table-6 Types of Social Networking Sites**

Sr. No	Types	No. of Respondents	Percentage
1	Face book	128	68.82%
2	Orkut	67	36.02%
3	Twitter	31	16.67%
4	Research gate	26	13.98%

Above table-6 shows that types of social networking sites describes, the majority of students then 128(68.82%) of students are used Face book followed by 67(36.02%) of students are used Orkut, 31(16.67%) of students are used Twitter only least 26(13.98%) of students are used Research gate.

**Table-7: Purpose of use of Social Networking sites**

Sr. No	Purpose	No. of Respondents	Percentage
1	Chat	85	45.70%
2	To meet new people	32	17.20%
3	Sharing information	14	07.53%
4	Entertainment	65	34.95%
5	sharing video and photos	129	69.35%
6	To find information	76	40.86%
7	To sharing informtion like conference, seminar etc..	12	06.45%
8	any other	37	19.89%

Table-7 depicts that purpose of used social networking sites, the majority of students 129(69.35%) students are purpose of used sharing video and photos followed by 85(45.70%) of students are used Chat, 76(40.86%) of students are used to find information and only least 12(06.45%) of students are used only to sharing information like conference, seminar etc.

**Table-8: Problems faced in using social networking sites**

Sr. No	Problems	No. of Respondents	Percentage
1	Lack of time	37	19.89%
2	Lack of security	78	41.94%
3	Lack of privacy	12	6.45%
4	Not user friendly	19	10.22%
5	poor internet connectivity	31	16.67%
6	Lack of technical knowledge	09	04.84%
Total		186	100.00%

The table -8 depicts that problems faced using social networking sites, the majority of 78(41.94%) of students are faced Lack of security , followed by 37(19.89%) of students are faced Lack of time, then 31(16.67%) of students are faced Poor internet connectivity and only least 09(04.84%) of students are faced Lack of technical knowledge, are faced problems.

**Table-9: Satisfaction from social networking sites**

Sr. No	Satisfaction Level	No. of Respondents	Percentage
1	Highly satisfied	28	15.05%
2	Satisfied	80	43.01%
3	Partially satisfied	56	30.11(%)
4	Not satisfied	22	11.83%
Total		186	100.00%

The table -9 shows that the students were asked satisfaction from social networking sites by Mysore university students towards social networking sites, the data collected has been presented in the table-9 the table depicts that, 80(43.01%) of students are satisfied followed by 56(30.11%) of students are partially satisfied, 28(15.05%) of students are highly satisfied and only 22(11.83%) of students not satisfied the social networking sites.

#### **MAJOR FINDINGS OF THE STUDY**

- About 125(67.20%) P.G. students are used Social Networking sites
- Majority 69(37.10%) of Social Science discipline used SNS
- Majority 110(59.14%) Male respondents are used SNS
- About 97(52.15%) of Respondents are used Browsing centres
- About 128(68.825) of respondents are used Face book

- Majority 129(69.39%) of respondents are purpose of using sharing video and photos
- About 78(41.94%) of Lack of security
- Majority 80(43.01%) of respondents Satisfaction from social networking sites

### Conclusion

Internet use alone did not predict social capital accumulation, but intensive use of Face book did. The strong linkage between Face book use and high school connections suggests how SNSs help maintain relations as people move from one offline community to another. It may facilitate the same when students graduate from college, with alumni keeping their school email address and using Face book to stay in touch with the college community. Such connections could have strong payoffs in terms of jobs, internships, and other opportunities. Colleges may want to explore ways to encourage this sort of usage.

Online social network sites may play a role different from that described in early literature on virtual communities. Online interactions do not necessarily remove people from their offline world but may indeed be used to support relationships and keep people in contact, even when life changes move them away from each other. In addition to helping student populations, this use of technology could support a variety of populations, including professional researchers, neighbourhood and community members, employees of companies, or others who benefit from maintained ties.

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