

Use Pattern of Social Networking Sites (SNS) Among the Women Students of St. Joseph's College, Tiruchirappalli

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Abstract - Social Networking Sites(SNS) such as Facebook, Whatsapp etc. attracted millions of users, many of whom have integrated these sites into their daily practices. In this paper an attempt is made to find the use pattern of Social Networking Sites among the women students of St. Joseph's College, Tiruchirappalli. Data has been collected from 143 respondents using questionnaire method. The key findings are i)70.6% of the respondents are using Whatsapp ii) 38.5% of the respondents are using SNS for entertainment iii) 30% of the respondents spent 1-2 hours daily for SNS iv) 46.8% of the respondents upload videos and pictures in SNS v) 85.3% of the respondents felt SNS are useful to them. It is followed by suggestions.

Keywords: Social Networking Sites, SNS, St. Joseph's College, Facebook, Whatsapp

I. INTRODUCTION

Social Networking Sites (SNS) such as Myspace, Facebook, YSpace, YouTube, Orkut, Twitter, and Bebo attracted millions of users, many of whom have integrated these sites into their daily practices. In modern information world social networking plays an important role in bonding and orchestrating different kinds of people and their allied activities. In the libraries also there are number of social networking sites that provide impetus to the different facets of libraries. Today libraries are using latest trends to make their services popular & user friendly especially in western countries. These trends are now also catching up with Indian library professionals. Everybody is now talking about library 2.0 applications. One of the library 2.0 application is social networking. In this study an attempt is made to find the use pattern of Social Networking Sites among the women students of St. Joseph's College, Tiruchirappalli.

A. An Overview of St. Joseph's College

St. Joseph's College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus (The Jesuits). It was affiliated to the then Madras University in 1869. The college celebrated its centenary in 1944, sesquicentenaries' in 1995 and acquired the Five Star status, awarded by NAAC in 2000. It was recognized by UGC as a college with potential for Excellence (CPE) in 2004 and was reaccredited by NAAC with A+ Grade in 2006. The college is owned by the society of St. Joseph's, a body registered under Societies

Regulation Act (1860), having its office at Tiruchirappalli. This Jesuit College trains young men and women of quality to be leaders in all walks of life so that they may serve the people of the nation in truth, justice and love.

B. About St. Joseph's College Library

The college library was established in 1909 with 9000 volumes of books. Now the collection has risen to over 1, 60,000 and over 140 periodicals. The library was functioning at Lawley Hall block till 1963. In that year a Centenary Library block was opened by Mgr. Knox, Papal Nuncio. The Library lost 21,000 volumes of books due to unprecedented floods on 13th Nov, 1977. Book Bank was established in 1964. The entire Library was computerized in 1995. Bar Code Technology was introduced in 2000. Web OPAC-online search facility was launched on 7th Aug, 2006. Access to e-Journals is available through UGC-Infonet Programme of Bharathidasan University and N-list from INFLIBNET through the New Digital Library from 2007. New mega Arrupe Library was inaugurated on 12th December 2008.

II. OBJECTIVES OF THE STUDY

1. To identify the commonly used SNS among the students of St. Joseph's College, Tiruchirappalli.
2. To identify the reasons for using SNS.
3. To find out the type of information uploaded in SNS
4. To find out the level of usage of SNS.
5. To find the usefulness of popular Social Networking Sites(SNS).

III. HYPOTHESES

The following are the hypotheses framed for the study

1. There is a significant association between Category and Time spent per day.
2. There is a significant association between Category and Frequency of login.

IV. METHODOLOGY

This study attempts to examine the usage of Social Networking Sites among the women students of St. Joseph's College, Tiruchirappalli. The study adopts simple random sampling. The researcher distributed 150 questionnaires and

collected back 143 valid questionnaire with a response rate of 95%. The data collected between the period 1st February 2018 and 10th March 2018.

V. ANALYSIS AND INTERPRETATION

TABLE I AGE OF THE RESPONDENTS

S. No.	Age (in Years)	Frequency	Percentage
1	21-22	121	84.6
2	23-24	11	7.7
3	25-26	5	3.5
4	>26	6	4.2
	Total	143	100.0

It is clear from the table I that 84.6% of the respondents are in the age group 21-22, 7.7% of them are in the age group 23-24, 3.5% of them are in the age group 25-26 and 4.2% of them are more than 26 years.

TABLE II CATEGORY OF THE RESPONDENTS

S. No.	Category of Study	Frequency	Percentage
1	Arts	28	19.6
2	Science	115	80.4
	Total	143	100.0

From the above table, it is clear that 19.6% of the respondents are studying in Arts stream and 80.4% of the respondents are studying in Science stream.

TABLE III NATIVITY OF THE RESPONDENTS

S. No.	Nativity	Frequency	Percentage
1	Urban	57	39.9
2	Semi Urban	28	19.5
3	Rural	58	40.6
	Total	143	100.0

The table III shows that 39.9% of the respondents are from Urban, 19.5% of the respondents are from Semi Urban and more than 40.6% of the respondents are from rural area.

TABLE IV DISTRIBUTION OF RESPONDENTS BY SNS

S. No.	SNS	Frequency	Percentage
1	Facebook	10	7.0
2	Whatsapp	101	70.6
3	YouTube	26	18.2
4	Hike	6	4.2
	Total	143	100.0

It is inferred from the table IV that 7% of the respondents are using Facebook, 70.6% of the respondents are using Whatsapp, 18.2% of the respondents are using YouTube and 4.2% of the respondents are using Hike.

TABLE V REASONS FOR USING SNS

S. No.	Reasons	Frequency	Percentage
1	Sharing Experience	30	21.0
2	Video Sharing	9	6.3
3	Photo Sharing	8	5.6
4	Message Board	25	17.4
5	Entertainment	55	38.5
6	Making Friends	16	11.2
	Total	143	100.0

It found from the above table V that 21.0% of the respondents are using SNS for Sharing Experience, 6.3% of the respondents are using SNS for Video Sharing, 5.6% of the respondents are using SNS for Photo Sharing, 17.4% of the respondents are using SNS for Message Board, 38.5% of the respondents are using SNS for Entertainment and 11.2% of the respondents are using SNS for Making Friends.

TABLE VI NATURE OF MEMBERSHIP

S.No.	Nature of Membership	Frequency	Percentage
1	Strangers	9	6.3
2	Family	50	35.0
3	Personal	15	10.4
4	Friends	69	48.3
	Total	143	100.0

With respect to nature of membership, it is clear from the above table that 6.3% of the respondents are Strangers, 35.0% of the respondents are Family, 10.4% of the respondents are Personal and 48.3% of the respondents are Friends.

TABLE VII PERIOD OF USAGE

S. No.	Period of usage	Frequency	Percentage
1	<2 Years	73	51.0
2	3-5 Years	59	41.3
3	>5 Years	11	7.7
	Total	143	100.0

It observed from the above table that 51.0% of the respondents are using SNS below 2 years, 41.3% of the respondents are using SNS for 3-5 years and 7.7% of the respondents are using SNS for more than 5 years.

TABLE VIII TIME SPENT PER DAY

S. No.	Time Spend Per Day	Frequency	Percentage
1	< 30 min	34	23.8
2	31 min-1hr	36	25.2
3	1-2hrs	43	30.0
4	>2 hrs	30	21.0
	Total	143	100.0

From the above table, it is clear that 23.8% of the respondents spent below 30 minutes per day, 25.2% of them spent 31 minutes-1 hour, 30.0% of the respondents spent 1-2 hours and 21.0% of the respondents spend above 2 hours in using social networking sites.

TABLE IX FREQUENCY OF LOGIN

S. No.	Login	Frequency	Percentage
1	Daily	82	57.3
2	Often	32	22.4
3	Occasionally	19	13.3
4	Once in a week	10	7.0
	Total	143	100.0

From the above table, it is clear that 57.3% of the respondents are using SNS daily, 22.4% of the respondents are using SNS often, 13.3% of the respondents are using SNS occasionally, 7.0% of the respondents are using SNS once in a week.

TABLE X TYPES OF INFORMATION UPLOADS

S. No.	Types of Information Uploads	Frequency	Percentage
1	Videos and Pictures	67	46.8
2	Personal Profile	12	8.4
3	Stories	10	7.0
4	Lectures Notes	23	16.1
5	Job Information	22	15.4
6	Community information	9	6.3
	Total	143	100.0

It observed from the table that 46.8% of the respondents upload videos and pictures, 8.4% of the respondents upload personal profile, 7.0% of the respondents upload stories, 16.1% of the respondents upload lectures notes, 15.4% of the respondents upload job information, 6.3% of the respondents upload community information.

TABLE XI LEVEL OF GENERAL USAGE OF SNS

S. No.	Level of General Usage of SNS	Frequency	Percentage
1	Excellent	19	13.3
2	Good	105	73.4
3	Average	19	13.3
	Total	143	100.0

It is evident from the table that 13.3% of the respondents opined level of general usage of SNS is excellent, 73.4% of the respondents opined level of general usage of SNS is good, 13.3% of the respondents opined level of general usage of SNS is average.

TABLE XII USEFULNESS OF SNS SERVICES

S. No.	Usefulness of SNS services	Excellent	Good	Average	WAM	Rank
1	Video Sharing	28	74	41	1.9	3
2	Job Posting	52	59	32	2.1	1
3	Message posting	31	86	26	2.0	2
4	Networking	43	71	29	2.1	1
5	Online Gaming	13	44	86	1.5	5
6	Blogging	14	49	80	1.5	5
7	Profile surfing	19	74	50	1.8	4
8	Alumni Data	25	77	41	1.9	3

With regard to the usefulness of SNS services, the respondents gave first rank to Job posting and Networking, second rank to Message posting, third rank to Video sharing and Alumni data, fourth rank to Profile surfing, fifth rank Online gaming and Blogging respectively.

TABLE XIII BARRIERS ENCOUNTERED

S. No.	Barriers Encountered	Frequency	Percentage
1	Time consumption	67	46.9
2	Lack of connectivity	24	16.7
3	Speed of Internet	52	36.4
	Total	143	100.0

It is evident from table XIII that 46.9% of the respondents encountered the problem of time consumption, 16.7% of the respondent's encountered lack of connectivity problem and 36.4% them encountered slow speed of internet.

TABLE XIV USEFULNESS OF SNS

S. No.	Usefulness of SNS	Frequency	Percentage
1	Yes	122	85.3
2	No	21	14.7
	Total	143	100.0

It observed from the table that 85.3% of the respondents opined that SNS is Useful and 14.7% of the respondents opined that SNS is not Usefulness.

TABLE XV SNS TAKES MOST OF THE TIME

S.No.	SNS	Frequency	Percentage
1	Yes	86	60.1
2	No	57	39.9
	Total	143	100.0

It is evident from the table that 60.1% of the respondents opined that SNS takes most of their time and 39.9% of the respondents opined that SNS does not take most of their time.

TABLE XVI OPINION ON SNS

S.No.	Opinion on SNS	Frequency	Percentage
1	Very good	23	16.1
2	Good	103	72.0
3	Fair	15	10.5
4	Poor	2	1.4
	Total	143	100.0

Table XVI shows that 16.1% of the respondents opined that SNS is very good, 72.0% of the respondents opined that it is good, 10.5% of the respondents opined that SNS is fair and only 1.4% of the respondents opined that SNS is poor.

V. TESTING OF HYPOTHESES

Hypothesis 1: There is a significant association between Category of Respondents and Time Spend per Day.

TABLE XVII CHI-SQUARE BETWEEN CATEGORY OF RESPONDENTS AND TIME SPEND PER DAY

Category	Time Spend Per Day					Statistical Inference
	<30 min	31 mins-1hr	1-2 hrs.	>2 hrs.	Total	
Arts	6	6	5	11	28	$\chi^2 = 7.564$
Science	28	30	38	19	115	df = 3
Total	34	36	43	30	143	P = 0.056 P > 0.05 Not Significant

When the above hypothesis was tested using Chi- square test, it was found that there is no significant association between category of respondents and time spend per day. Hence, the hypothesis is rejected.

Hypotheses 2: There is a significant association between Category of respondents and Frequency of Login

TABLE XVIII CHI-SQUARE BETWEEN CATEGORY OF RESPONDENTS AND FREQUENCY OF LOGIN

Category	Frequency of Login					Statistical Inference
	Daily	Often	Occasionally	Once in a week	Total	
Arts	18	7	1	2	28	$\chi^2 = 2.874$
Science	64	25	18	28	115	df = 3
Total	82	32	19	10	143	p = 0.411 p > 0.05 Not Significant

When the above hypothesis was tested using Chi- square test, it was found that there is no significant association between category of respondents and frequency of login. Hence, the hypothesis is rejected.

VI. FINDINGS OF THE STUDY

- Majority (84.6%) of the respondents are in the age group 21-22 years, followed by 7.7% of them in the age group 23-24 and which is followed by 4.2% of them in the age group 25-26 and 4.2% of them in the age of above 26 years.
- Majority (80.4%) of the respondents are studying in Science stream and 19.6% of them studying in Arts Stream.
- 40% of the respondents are from Urban Area, 19.5% of them are from Semi Urban area and 40.6% of them are from rural area.
- Majority (70.6%) of the respondents is using Whatsapp, 18.2% of the respondents are using YouTube and only 7.0% of the respondents are using Facebook.
- 38.5% of the respondents are using SNS for Entertainment, 21.0% of the respondents are using SNS for Sharing Experience, 17.4% of the respondents are using SNS for Message board and 11.2% of the respondents are using SNS for Making Friends.
- With regard to Nature of Membership, 48.3% of the respondents are with Friends, 35.0% of them with Family and 10.4% of them are with Personal.
- Majority (51.0%) of the respondents are using SNS below 2 years followed by 41.3% of the respondents are using SNS for 3-5 years and 7.7% of the respondents are using SNS for more than 5 years.
- 30.0% of the respondents spent 1-2 hours, 25.2% of them spent 31 minutes-1 hour, 23.8% of the respondents spent below 30 minutes and 19.6% of the respondents spend above 2 hours in using social networking sites.
- Majority (57.3%) of the respondents are using SNS daily followed by 22.4% of the respondents are using SNS often and which is followed by 13.3% of the respondents are using SNS occasionally and 7% of the respondents are using SNS once in a week.

10. 46.8% of the respondents upload videos and pictures, 16.1% of the respondents upload lectures notes and 15.4% of the respondents upload job information.
11. Majority (73.4%) of the respondents opined level of general usage of SNS is good, followed by 13.3% of the respondents opined level of general usage of SNS is excellent and 13.3% of the respondents opined level of general usage of SNS is average.
12. With regard to the usefulness of SNS services, the respondents gave first rank to Job posting and networking, second rank to Message posting, third rank to video sharing and Alumni data.
13. Majority (46.9%) of the respondents encountered the problem of time consumption, 16.7% of the respondent's encountered lack of connectivity problem and 36.4% them encountered slow speed of internet.
14. Majority (85.3%) of the respondents opined that SNS is Useful and 14.7% of the respondents opined that SNS is not Usefulness.
15. 60.1% of the respondents opined that SNS takes most of their time and 39.9% of the respondents opined that SNS does not take most of their time.
16. Majority (72.0%) of the respondents opined that SNS is good, followed by 16.1% of the respondents opined that SNS is very good which is followed by 10.5% of the respondents opined that SNS is fair.

A. Findings Related to Hypotheses

1. There is no significant association between Category of respondents and Time Spend Per Day
2. There is no significant association between Category of respondents and Frequency of Login

VII. SUGGESTIONS

1. Students should be given training to use SNS effectively
2. Students should be encouraged to utilize SNS for educational purpose
3. The study revealed that only 19.6% of students are from Arts stream are using SNS. Therefore, they should be encouraged to use SNS more.
4. It is revealed from the study that only 16.1% Lectures Notes are uploaded. Therefore, students should be encouraged to upload more lectures notes.

5. The study revealed that majority (60.1%) of the respondents opined that SNS takes most of their time. Therefore, SNS should be used in the positive way.

VIII. CONCLUSION

Science is a boon if it is taken in the right sense and used in the right manner. Internet one such boon of science is certainly the gateway of knowledge. The social networking sites which are integral part of the internet, pave way for a global community which transcends all social, cultural and ethnic boundaries. For the student community, through SNS will be able to indulge in healthy discussions and wealthy knowledge sharing. The study conducted has truly made an attempt to prove this. No doubt the future world will be seamless and the concepts of global community will be achieved in its true sense by the SNS through internet.

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