

Access and Usage of Social Networking Sites by Arts and Science College Students in Coimbatore City

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Abstract: *In this Digital era, social networking sites play an imperative role in the society for communication and interaction. It is an online pedestal to share information, ideas, content, etc., through virtual communication and network. College students are the avid users of social net working sites. It assists them to obtain information regarding academic matters and also to build cordial relationship with teachers and class mates. A sample of 200 respondents from 10 arts and science colleges has been taken for the study by adopting convenience sampling technique. The statistical tools, such as, percentage analysis, multiple response analysis, and chi square test have been applied to analyse the data. The study has concluded that the majority of the students are using face book and you tube. They are familiar with chatting, texting of messages and building of group conversation. They used to access social networking sites at any time anywhere on daily basis for a minimum of one hour. The study has also revealed that the demographic factors, such as, age, sex, and students doing part time job have a significant association with the number of years of using social networking sites and age has a significant association with the number of times of accessing social networking sites per day.*

Keywords: *Digital era, online pedestal, virtual communication and network*

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I. Introduction

In this Digital era, social networking sites, such as, facebook, twitter, you tube, instagram, etc., play an imperative role in the society for communication and interaction. It is an online pedestal to share information, ideas, content, etc., through virtual communication and network. Adolescents are the avid users of social net working sites. Among adolescents, college students take part an active role in accessing the social networking sites for their personal and academic purpose. It assists the students to receive, share and update information regarding academic matters and also to build cordial relationship with teachers and class mates. It also induces the students to spend more time on chatting with their friends, uploading images and photos etc. The access and usage of social networking sites may positively or adversely influence the attitude of the students. A balanced level of access and usage of social networking sites helps the student community to enhance the interpersonal communication and academic performance. In this backdrop, the paper focus on knowing the awareness level of student community regarding social networking sites and to analyse the access and usage level of social networking sites by arts and science college students.

II. Review of literature

Siyoung Chung (2010) has conducted a study on “Factors influencing the use of social media in learning: A case of Wikipedia”. The study is based on Wikipedia learning in today’s classroom. A sample of 184 undergraduate students enrolled in social science classes, singapore have been taken for the study. The study has empirically tested a proposed theoretical model consists of internal beliefs, motivations for information seeking, need for recognition, social influence, normative pressure, wikipedia use and information seeking behaviour. The result of the study has revealed that Wikipedia use is mediated by perceived usefulness, peer influence and perceived information quality. Technology acceptance model (TAM) has proven to be an effective theoretical model to understand students’ wikipedia use.

Junco, Heibergert and Loken (2010) have conducted a study on the “The effect of twitter on college student engagement and grades”. They have taken a sample of 125 students. The student community has used the twitter for various types of academic and co-curricular decisions. They have concluded that students and faculty were both highly engaged in the learning process and they have also suggested that the twitter can be used as an education tool to engage students and mobilize faculty in to a more active and participatory role.

III. Objectives of the Study

The study focuses on the following objectives

- ❖ To know the awareness level of social networking sites among arts and science college students
- ❖ To analyze the access and usage level of social networking sites by arts and science college students

IV. Research Methodology

Source of data

The study is predominantly based on primary data. Questionnaire has been designed for the students who have accessed social networking sites. A sample of 200 respondents from 10 arts and science colleges (20 students from each college) in Coimbatore city has been taken for the study by adopting convenient sampling technique. Necessary secondary data have also been collected from the journals, books, magazines and websites.

Tools for analysis

The following tools are used for analysis:

- Percentage Analysis
- Multiple response analysis and
- Chi square test

Hypothesis

H₀: The demographic profile of the students has no significant association with the access and usage of social networking sites

V. Analysis and Findings of the Study

The collected data has been analyzed and the results are presented below. The percentage analysis has been carried out to portray the demographic profile of the students

Table 1-Demographic profile of the students

Demographic factors		No. of Respondents	Per cent
Age	19 years	22	11.0
	20 years	164	82.0
	21 years	14	7.0
Sex	Male	94	47.0
	Female	106	53.0
Course	Arts	49	24.5
	Science	66	33.0
	Commerce & Management	85	42.5
Family structure	Joint Family	38	19.0
	Nuclear Family	162	81.0
Students doing part time job	Yes	35	17.5
	No	165	82.5
Monthly income of the family	Less than Rs.10000	48	24.0
	Rs.10001-Rs.20000	98	49.0
	Rs.20001-Rs.30000	25	12.5
	Rs.30001-Rs.40000	13	6.5
	Above Rs. 40000	16	8.0
Total		200	100.0

Adolescents play a vital role in accessing the social networking sites. Table 1 reveals that, out of 200 respondents, 82 per cent of the students are in the age of 20 years, 53 per cent of the students are female, 42.5 per cent of the students are pursuing commerce and management programme, 81 per cent of the students are in nuclear family, 17.5 per cent of the students are doing a part time job and 49 per cent of the students have a monthly income of Rs.10,001-20,000.

Awareness of Social Networking Sites

The following table shows the awareness of college students regarding social networking sites

Table 2-Awareness of Social Networking Sites

Social Networking Sites	No.	Per cent
Facebook	169	84.5
Twitter	91	45.5
LinkedIn	21	10.5
Google Plus	91	45.5
YouTube	162	81.0
Instagram	124	62.0
Pinterest	23	11.5
Tumblr	11	5.5
Snap chat	49	24.5
Reddit	5	2.5
Others	67	33.5

Table 2 depicts that 84.5 per cent of the students are known about facebook, 81 per cent of the students are aware about you tube, 62 per cent of the students are aware about instagram, 45.5 per cent of the students are aware of twitter and google plus, 33.5 per cent of the students are aware about other social networking sites, 24.5 per cent of the students are known about snap chat, 11.5 per cent of the students are aware about pinterest, 5.5 per cent of the students are aware about tumblr and 2.5 per cent of the students are aware about reddit.

Source of awareness

The following table shows the source of awareness of college students towards social networking sites

Table 3-Source of awareness

Source of Awareness	No.	Per cent
Self	51	25.5
Relatives	4	2.0
Friends	112	56.0
TV & Radio	25	12.5
Newspaper& Magazine	14	7.0

The table 3 reveals that 56 per cent of the students have known about the social networking sites through their friends, 25.5 per cent of the students have known about the social networking sites themselves, 12.5 per cent of the students have received information about the social networking sites through television and radio, 7 per cent of the students by newspaper and magazine and 2 per cent of the students through their relatives.

Awareness of Social Networking Sites features

The following table shows the awareness of the features of social networking sites by the student community

Table 4-Awareness of Social Networking Sites features

Features of Social Networking Sites	No.	Per cent
Free web space to the members to publish the information	78	39.0
Free web address to the members for profile creation	71	35.5
Uploading of images and video files at free of charge.	108	54.0
chatting, texting of messages and building of group conversation	129	64.5
Creating pages to post the articles	98	49.0
Creation of blogs and posting of comment about others blogs	96	48.0
Students are able to create and manage the groups, schedule events etc.,	106	53.0
Downloading apps for games	102	51.0

Table 4 shows that 64.5 per cent of the students are aware of ‘chatting, texting of messages and building of group conversation’, 54 per cent of the students are aware of ‘uploading of images and videos files at free of charge’, 53 per cent of the students are aware of the feature ‘students are able to create and manage the groups, schedule events etc., 51 per cent of the students are aware of ‘Downloading apps for games’, 49 per cent of the students are aware of ‘creating pages to post the articles’, 48 per cent of the students are aware of ‘creation of blogs and posting of comment about other blogs, 39 per cent of the students are aware of the feature that the social media networking sites offer ‘Free web space to the members to publish the information’, and 35.5 per cent of the students are aware of ‘Free web address to the members for profile creation’.

Access and usage of Social Networking Sites

The study factors, such as, place of access of social networking sites, Number of years of using social networking sites, usage of social networking sites, access of social networking sites per day, and the number of

times of accessing social networking sites per day have been presented in the table 5

Table 5- Access and usage of Social Networking Sites

Study factors		No.	Per cent
Place of access of social networking sites	Home	66	33.0
	Internet Centre	11	5.5
	Any time Anywhere	119	59.5
	College library	4	2.0
Number of years of using social networking sites	Less than 1 year	36	18.0
	1-3 years	100	50.0
	3-5 years	35	17.5
	more than 5 years	29	14.5
Usage of social networking sites	Daily	154	77.0
	Weekly	23	11.5
	Fortnightly	4	2.0
	Monthly	4	2.0
	Very rarely	15	7.5
Access of social networking sites per day	Less than 1 hour	45	22.5
	1 hour	49	24.5
	2 hours	37	18.5
	3 hours	21	10.5
	More than 3 hours	48	24.0
Number of Times of Accessing social networking sites per day	1-5 times	77	38.5
	6-10 times	50	25.0
	11- 15 times	28	14.0
	More than 15 times	45	22.5
Total		200	100.0

Table 5 reveals that 59.5 per cent of the students are used to access social networking sites at any time anywhere, 50 per cent of the students have accessed social networking sites for 1 to 3 years, 77 per cent of the students are used to access social networking sites on daily basis, 24.5 per cent of the students are used to access social networking sites one hour per day, and 38.5 per cent of the students are used to access social networking sites 1-5 times per day.

Demographic factors and place of access of Social Networking Sites

Chi square analysis has been used to examine the significant association between demographic factors and place of access of social networking sites with the following null hypothesis

H₀₁ : The demographic factors, such as, age, sex, course, students doing part time job, and monthly income of the family have no significant association with the place of access of social networking sites

Table 6 -Demographic factors and place of access of Social Networking Sites

Demographic factors			Place of access of Social Networking Sites					Chi square value	Table value	Sig			
			Home	Internet Centre	Any time Anywhere	College library	Total						
Age	19 years	No.	6	4	12	0	22	10.365	12.592	Ns			
		%	27.3	18.2	54.5	.0	100.0						
	20 years	No.	53	7	100	4	164						
		%	32.3	4.3	61.0	2.4	100.0						
21years	No.	7	0	7	0	14							
	%	50.0	.0	50.0	.0	100.0							
Sex	Male	No.	32	2	59	1	94				4.821	7.815	Ns
		%	34.0	2.1	62.8	1.1	100.0						
	Female	No.	34	9	60	3	106						
		%	32.1	8.5	56.6	2.8	100.0						
Course	Arts	No.	19	3	25	2	49	8.581	12.592	Ns			
		%	38.8	6.1	51.0	4.1	100.0						
	Science	No.	27	2	36	1	66						
		%	40.9	3.0	54.5	1.5	100.0						
	Commerce & Management	No.	20	6	58	1	85						
		%	23.5	7.1	68.2	1.2	100.0						
students doing Part time job	Yes	No.	10	1	22	2	35	3.798	7.815	Ns			
		%	28.6	2.9	62.9	5.7	100.0						
	No	No.	56	10	97	2	165						
		%	33.9	6.1	58.8	1.2	100.0						
Monthly Income of the	Less than Rs.10000	No.	13	1	33	1	48	14.870	21.026	Ns			
		%	27.1	2.1	68.8	2.1	100.0						

family	Rs.10001-Rs.20000	No.	39	5	52	2	98			
		%	39.8	5.1	53.1	2.0	100.0			
	Rs.20001-Rs.30000	No.	8	3	14	0	25			
		%	32.0	12.0	56.0	.0	100.0			
	Rs.30001-Rs.40000	No.	5	0	8	0	13			
		%	38.5	.0	61.5	.0	100.0			
	Above Rs. 40000	No.	1	2	12	1	16			
		%	6.3	12.5	75.0	6.3	100.0			

Table 6 depicts that the variables, such as, age, sex, course, students doing part time job, and monthly income of the family have no significant association with the place of access of social networking sites. Hence, the null hypothesis is accepted.

Demographic factors and Number of years of using Social Networking Sites

H₀₂ : The demographic factors, such as, age, sex, course, students doing part time job and monthly income of the family have no significant association with the number of years of using social networking sites

Table 7 -Demographic factors and Number of years of using Social Networking Sites

Demographic factors			Number of years of using Social Networking Sites					Chi square value	Table value	Sig				
			Less than 1 year	1-3 years	3 -5 years	More than 5 years	Total							
Age	19 years	No.	6	10	5	1	22	17.293	16.812	**				
		%	27.3	45.5	22.7	4.5	100.0							
	20 years	No.	28	88	23	25	164							
		%	17.1	53.7	14.0	15.2	100.0							
	21years	No.	2	2	7	3	14							
		%	14.3	14.3	50.0	21.4	100.0							
Sex	Male	No.	10	38	23	23	94	25.666	11.345	**				
		%	10.6	40.4	24.5	24.5	100.0							
	Female	No.	26	62	12	6	106							
		%	24.5	58.5	11.3	5.7	100.0							
	Course	Arts	No.	8	23	10	8				49	3.408	12.592	Ns
			%	16.3	46.9	20.4	16.3				100.0			
Science		No.	9	38	10	9	66							
		%	13.6	57.6	15.2	13.6	100.0							
Commerce & Management		No.	19	39	15	12	85							
		%	22.4	45.9	17.6	14.1	100.0							
Students doing part time job	Yes	No.	3	16	6	10	35	8.047	7.815	*				
		%	8.6	45.7	17.1	28.6	100.0							
	No	No.	33	84	29	19	165							
		%	20.0	50.9	17.6	11.5	100.0							
	Monthly Income of the family	Less than Rs.10000	No.	12	24	6	6				48	10.190	21.026	Ns
			%	25.0	50.0	12.5	12.5				100.0			
Rs.10001- Rs.20000		No.	16	50	16	16	98							
		%	16.3	51.0	16.3	16.3	100.0							
Rs.20001- Rs.30000		No.	5	10	8	2	25							
		%	20.0	40.0	32.0	8.0	100.0							
Rs.30001- Rs.40000	No.	2	8	2	1	13								
	%	15.4	61.5	15.4	7.7	100.0								
Above Rs. 40000	No.	1	8	3	4	16								
	%	6.3	50.0	18.8	25.0	100.0								

(Source: Computed NS- Not Significant *- Significant at 5% level **- Significant at 1 % level)

The chi square result shows that the demographic factors, such as, age, sex, and students doing part time job have a significant association with the number of years of using social networking sites at 1 per cent level and 5 per cent level. Hence, the null hypothesis is rejected. The demographic factors, such as, course and monthly income of the family have no significant association with the number of years of using social networking sites. Hence, the null hypothesis is accepted.

Demographic factors and usage of Social Networking Sites

H₀₃ : The demographic factors, such as, age, sex, course, students doing part time job, and monthly income of the family have no significant association with the usage of social networking sites

Table 8 - Demographic factors and usage of Social Networking Sites

Demographic factors			Usage of Social Networking Sites						Chi square value	Table value	Sig
			Daily	Weekly	Fortnightly	Monthly	Very rarely	Total			
Age	19 years	No.	16	2	0	0	4	22	6.137	15.507	Ns
		%	72.7	9.1	.0	.0	18.2	100.0			
	20 years	No.	126	20	4	4	10	164			
		%	76.8	12.2	2.4	2.4	6.1	100.0			
	21 years	No.	12	1	0	0	1	14			
		%	85.7	7.1	.0	.0	7.1	100.0			
Sex	Male	No.	73	9	4	3	5	94	7.476	9.488	Ns
		%	77.7	9.6	4.3	3.2	5.3	100.0			
	Female	No.	81	14	0	1	10	106			
		%	76.4	13.2	.0	.9	9.4	100.0			
Course	Arts	No.	41	5	0	1	2	49	12.712	15.507	Ns
		%	83.7	10.2	.0	2.0	4.1	100.0			
	Science	No.	45	11	3	3	4	66			
		%	68.2	16.7	4.5	4.5	6.1	100.0			
	Commerce & Management	No.	68	7	1	0	9	85			
		%	80.0	8.2	1.2	.0	10.6	100.0			
Students Doing part time job	Yes	No.	28	4	1	1	1	35	1.581	9.488	Ns
		%	80.0	11.4	2.9	2.9	2.9	100.0			
	No	No.	126	19	3	3	14	165			
		%	76.4	11.5	1.8	1.8	8.5	100.0			
Monthly Income of the family	Less than Rs.10000	No.	41	3	1	1	2	48	13.230	26.296	Ns
		%	85.4	6.3	2.1	2.1	4.2	100.0			
	Rs.10001-Rs.20000	No.	72	13	2	3	8	98			
		%	73.5	13.3	2.0	3.1	8.2	100.0			
	Rs.20001-Rs.30000	No.	15	6	1	0	3	25			
		%	60.0	24.0	4.0	.0	12.0	100.0			
	Rs.30001-Rs.40000	No.	11	1	0	0	1	13			
		%	84.6	7.7	.0	.0	7.7	100.0			
	Above Rs. 40000	No.	15	0	0	0	1	16			
		%	93.8	.0	.0	.0	6.3	100.0			

Table 8 depicts that the variables, such as, age, sex, course, students doing part time job, and monthly income of the family have no significant association with the usage of social networking sites. Hence, the null hypothesis is accepted.

Demographic factors and Access of social networking sites per day

H₀₄ : The demographic factors, such as, age, sex, course, students doing part time job and monthly income of the family have no significant association with the access of social networking sites per day

Table 9 - Demographic factors and Access of social networking sites per day

Demographic Factors			Access of social networking sites per day						Chi square value	Table value	Sig
			Less than 1 hour	1 hour	2 hours	3 hours	More than 3 hours	Total			
Age	19 years	No.	6	2	4	3	7	22	10.246	15.507	Ns
		%	27.3	9.1	18.2	13.6	31.8	100.0			
	20 years	No.	37	44	32	14	37	164			
		%	22.6	26.8	19.5	8.5	22.6	100.0			
	21 years	No.	2	3	1	4	4	14			
		%	14.3	21.4	7.1	28.6	28.6	100.0			
Sex	Male	No.	17	25	18	12	22	94	2.788	9.488	Ns
		%	18.1	26.6	19.1	12.8	23.4	100.0			
	Female	No.	28	24	19	9	26	106			
		%	26.4	22.6	17.9	8.5	24.5	100.0			
Course	Arts	No.	13	8	10	6	12	49	4.968	15.507	Ns
		%	26.5	16.3	20.4	12.2	24.5	100.0			
	Science	No.	11	18	11	7	19	66			
		%	16.7	27.3	16.7	10.6	28.8	100.0			
	Commerce & Management	No.	21	23	16	8	17	85			
		%	24.7	27.1	18.8	9.4	20.0	100.0			
Students doing part time job	Yes	No.	9	6	7	5	8	35	1.786	9.488	Ns
		%	25.7	17.1	20.0	14.3	22.9	100.0			
	No	No.	36	43	30	16	40	165			
		%	21.8	26.1	18.2	9.7	24.2	100.0			

Monthly Income of the family	Less than Rs.10000	No.	11	11	7	6	13	48	16.382	26.296	Ns
		%	22.9	22.9	14.6	12.5	27.1	100.0			
	Rs.10001-Rs.20000	No.	23	22	21	7	25	98			
		%	23.5	22.4	21.4	7.1	25.5	100.0			
	Rs.20001-Rs.30000	No.	6	11	1	3	4	25			
		%	24.0	44.0	4.0	12.0	16.0	100.0			
	Rs.30001-Rs.40000	No.	3	2	4	1	3	13			
		%	23.1	15.4	30.8	7.7	23.1	100.0			
	Above Rs. 40000	No.	2	3	4	4	3	16			
		%	12.5	18.8	25.0	25.0	18.8	100.0			

Table 9 reveals that the variables, such as, age, sex, course, students doing part time job and monthly income of the family have no significant association with the access of social networking sites per day. Hence, the null hypothesis is accepted.

Demographic factors and the Number of Times of Accessing Social Networking Sites per day

H₀₅ : The demographic factors, such as, age, sex, course, students doing part time job and monthly income of the family have no significant association with the number of times of accessing social networking sites per day

Table 10 -Demographic factors and the Number of Times of Accessing Social Networking Sites per day

Demographic factors			Number of Times of Accessing Social Networking Sites per day					Chi square value	Table value	Sig
			1-5 times	6-10 times	11- 15 times	more than 15 times	Total			
Age	19 years	No.	6	5	4	7	22	15.173	12.592	*
		%	27.3	22.7	18.2	31.8	100.0			
	20 years	No.	67	45	22	30	164			
		%	40.9	27.4	13.4	18.3	100.0			
	21years	No.	4	0	2	8	14			
		%	28.6	.0	14.3	57.1	100.0			
Sex	Male	No.	30	26	17	21	94	4.616	7.815	Ns
		%	31.9	27.7	18.1	22.3	100.0			
	Female	No.	47	24	11	24	106			
		%	44.3	22.6	10.4	22.6	100.0			
Course	Arts	No.	18	9	9	13	49	4.196	12.592	Ns
		%	36.7	18.4	18.4	26.5	100.0			
	Science	No.	23	18	8	17	66			
		%	34.8	27.3	12.1	25.8	100.0			
	Commerce & Management	No.	36	23	11	15	85			
		%	42.4	27.1	12.9	17.6	100.0			
Students doing part time job	Yes	No.	11	9	6	9	35	1.054	7.815	Ns
		%	31.4	25.7	17.1	25.7	100.0			
	No	No.	66	41	22	36	165			
		%	40.0	24.8	13.3	21.8	100.0			
Monthly Income of the family	Less than Rs.10000	No.	19	6	9	14	48	12.626	21.026	Ns
		%	39.6	12.5	18.8	29.2	100.0			
	Rs.10001-Rs.20000	No.	39	28	11	20	98			
		%	39.8	28.6	11.2	20.4	100.0			
	Rs.20001-Rs.30000	No.	11	6	3	5	25			
		%	44.0	24.0	12.0	20.0	100.0			
	Rs.30001-Rs.40000	No.	6	4	1	2	13			
		%	46.2	30.8	7.7	15.4	100.0			
	Above Rs. 40000	No.	2	6	4	4	16			
		%	12.5	37.5	25.0	25.0	100.0			

Table 10 indicates that the factor, namely, age has a significant association with the time of access of social networking sites per day. The demographic factors, such as, sex, course, students doing part time job and monthly income of the family have no significant association with the number of times of accessing social networking sites per day. Hence, the null hypothesis has been rejected with respect to age, whereas hypothesis has been accepted with regard to sex, course, students doing part time job and monthly income of the family.

VI. Conclusion

The study has concluded that Social networking sites are a powerful means of communication and social relation tool in the 21st century. It helps the student community to obtain information regarding academic matters and also for their personal life. The proper usage and access of social networking sites may positively influence the attitude of the students. The study has revealed that the majority of the students are using face book and you tube. They are familiar with chatting, texting of messages and building of group conversation. They used to access social networking sites at any time anywhere daily for a minimum of one hour and most of the students access their account 'one to five times' per day. It has also revealed that the demographic factors, such as, age, sex, and students doing part time job have a significant association with the number of years of using social networking sites and age has a significant association with the number of times of accessing social networking sites per day.

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