



Research Paper

Awareness And Use Of Social Networking Sites Among The Post Graduates Of Goa University: A Case Study

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ABSTRACT: Social networking sites have become one of the most important means for the academic performance of the students in the present scenario. The adoption of SNSs like Facebook, Whatsapp, Twitter, Myspace, Google+ and LinkedIn by the post graduates of Goa University have resulted in their academic performance. The findings of the study reveal that all the respondents used Whatsapp to communicate and to share academic information, majority of the respondents used SNSs frequently to gain knowledge, social interactions, and group activities. Out of 318 respondents, 311 respondents strongly agreed that SNSs play a vital role in the academic level of the students. Often the respondents used smartphones to access the SNSs.

KEYWORDS: Social Networking Sites, academic performance, knowledge, smart phones

Received 17 October, 2018; Accepted 03 November, 2018 © The author(s) 2018. Published with open access at www.questjournals.org

I. INTRODUCTION

Social network sites ensure the interactions between students and educators, which becomes practical and effective when it explores the chances of sharing e-notes and educational blogs. These SNSs would lead the discussion sessions further more, even after the regular classroom programs. Allowing the world of networking in their fingertips, through devices like mobile phones, PDAs, e-notebooks etc... makes the students more convenient to the idea. The SNSs increases the collaboration with various cultures and make them more close to the world. It makes them better contributors of the process of globalization. The innovations of the Information and Communication Technology have globally transformed the academic performance of the students. Social networking sites are considered as the web-based services that help people to connect, meet, build and share their academic ideas and views. The recent research shows that SNSs like Facebook, Myspace, Twitter, Google+ and Youtube have widely affected the academic performance of the students. Majority of them depended upon these sites in their collaborative learning and sharing of information. The study concludes that most of them finds the SNSs, greatly useful in their academics and enhances the horizons of their method of study. It paves more space and invites more contribution both from the students and educators in academic level.

II. LITERATURE REVIEW

Research about SNSs have shown that SNSs are used academically and socially.

Hassan Kamrul (2017) conducted a study on Students' perception of social networking for academic purposes in Bangladesh. The findings of the study reveal that majority of the respondents have positive impact on Social networking sites and the respondents are depended upon the SNSs for their academic and social purposes and these sites are changing the educational landscape.

Asemah Ezekiel (2013) Majority of the students were exposed to SNSs and it had positive and negative effect on students academic and social aspect of the life. The paper concludes that the students should have more focus on their academic levels.

Shamim Aktar Munshi (2018) The result of the study shows that the majority of the students used Facebook as the main source of instrument to communicate and share their ideas and views and the respondents have a positive attitudes towards the role of SNSs for their academic purposes. The respondents also strongly agreed that SNSs enable their academic field and build the good relationship between their families, teachers, friends, and educators. Majority of the respondents agreed that SNSs provide current information. 100 percentage of respondents strongly agreed that SNSs is an effective media which helps to make a platform where they can study collaboratively.

III. OBJECTIVES

1. To find out the different type of social networking sites used by the post graduates of Goa University.
2. To determine the factors encouraged to use the social networking sites.
3. To find out the mobile devices used to access the social networking sites.

IV. METHODOLOGY

The main aim of the study was to know the awareness and use of social networking sites among the post graduates of Goa University. Keeping in mind the main objectives of the study, a descriptive survey method was adopted to collect data from the PG students of Goa University. A structured online questionnaire was distributed to 410 PG students, out of 410 questionnaires, 318 questionnaires were received back and these were taken as the samples for the study. Out of 318 respondents, 168(52.83%) were male and 150 (47.16%) were female. The data was entered in MS - Excel and was coded and imported into SPSS for analysis.

V. DATA ANALYSIS AND INTERPRETATION

1. Gender wise breakup of respondents

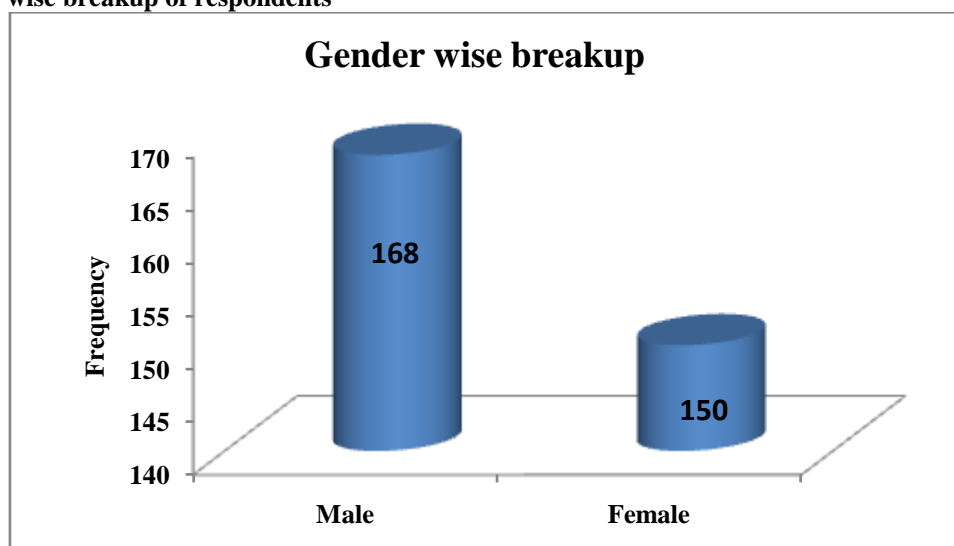


Figure 1 indicates the breakup of respondents based on gender and it is evident from the figure that the sample has more number of male than female. As many as 168(52.83%) and 150(47.16%) make the sample or the study.

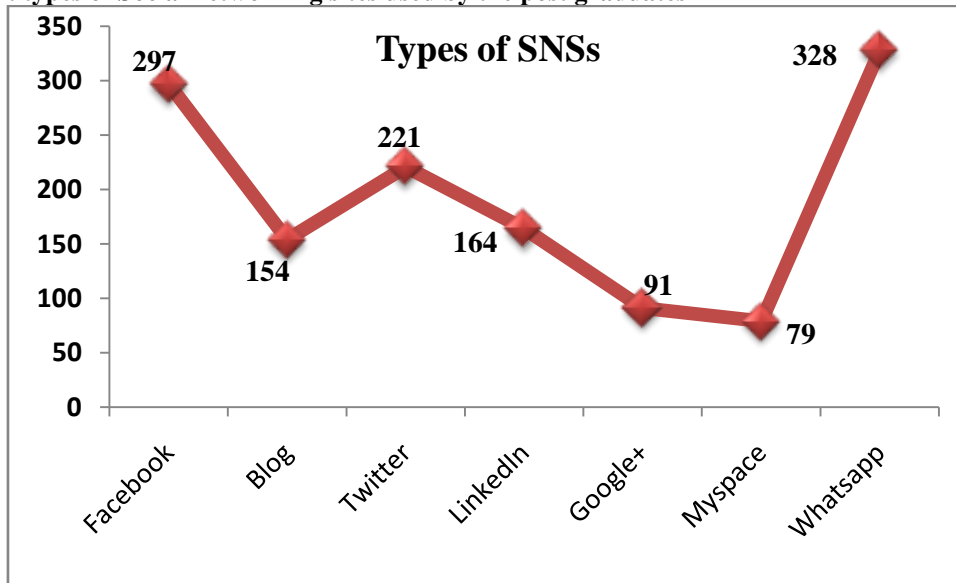
2. Faculty wise responses received from the respondents

Categorizing the samples into different faculties help the researcher to understand whether there is a difference in the awareness and use of SNSs on the basis of their subject.

Si.No	Faculty	Total	Percentage
1	Social Sciences	86	27.04%
2	Natural Sciences	61	19.18%
3	Management	93	29.24%
4	Language and Literature	78	24.52%
	Total	318	100%

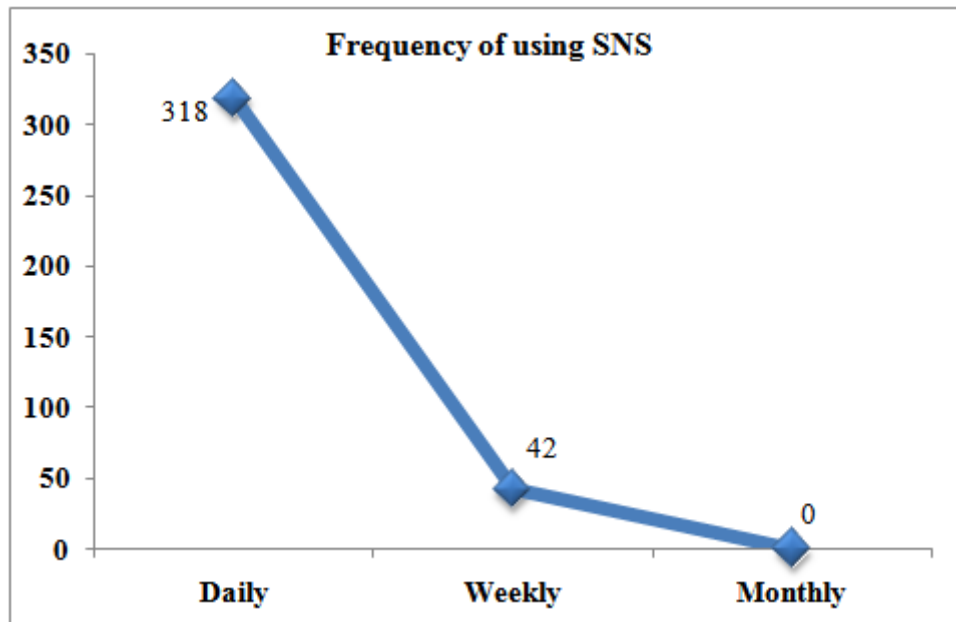
The above table shows the faculty wise response received from the different faculties. Out of 318 respondents, 86(27.04%) belonged to the faculty of Social Sciences, 61(19.18%) belonged to Natural Science, 93(29.24%) belonged to Management and 78(24.52%) belonged to language and Literature.

3. Different types of Social networking sites used by the post graduates



The above line chart depicts that out of 318 respondents 297 (93.39%) have access in Facebook, 154(48.42%) respondents Blog, 221(69.49%) Twitter, 164 (51.58%) linkedIn, 91(28.61%) Google+, 79(24.84%) Myspace. It is interesting to know Whatsapp has the highest number that is used by the Post graduates of Goa University.

4. Frequency of using Social Networking Sites



The Line graph clearly reveals that all the respondents 318(100%) daily used SNSs for their academic and social purposes. Only 42(13.20%) of the respondents used weekly and it is interested to know that no respondents used the SNSs monthly.

5. Purpose of using Social Networking Sites

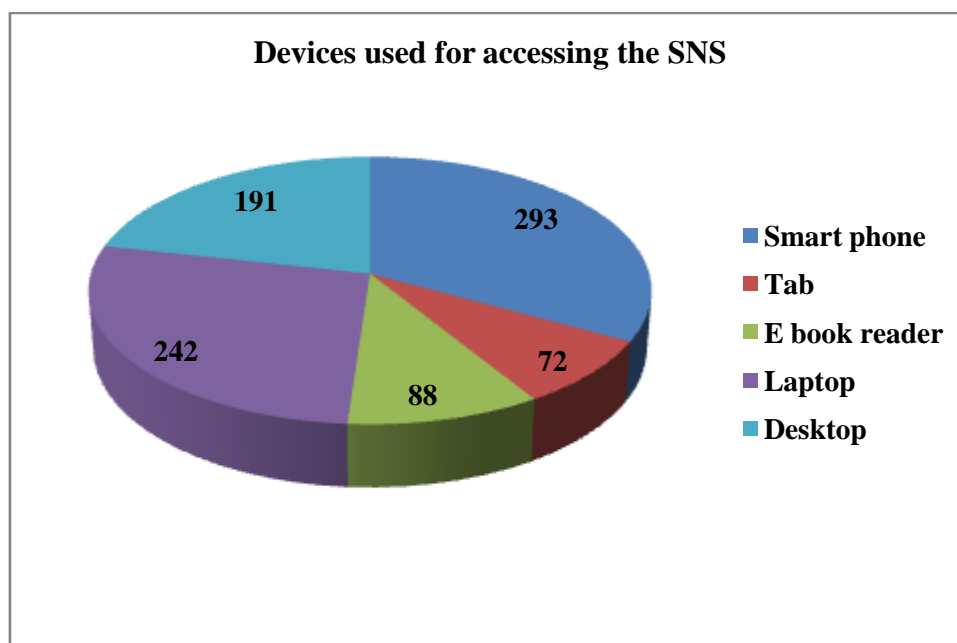
SNSs enable the PG students to improve their learning and provide hand full of opportunities to academic and social ideas and views. They provide global knowledge.

SR No	Purpose of SNS	Respondents	Percentage
1	To communicate	313	98.42%
2	To share information	294	92.45%
3	To gain knowledge	318	100%
4	Social group activities	311	97.79%
5	For academic purpose	257	80.81%
6	Online learning	209	65.72%
7	Any other reasons	153	48.11%

The above table indicates that the respondents used SNSs for various purposes. Such as 313 (98.42%) respondents to communicate, 294 (92.45%) to share information, 318(100%) to gain knowledge, 311(97.79%) for social group activities, 257(80.81%) for academic purposes, 209(65.72%) for online learning and 153(48.11%) respondents used for other reasons. For the above table the researcher can conclude that SNSs have great role in the academic purposes of the students.

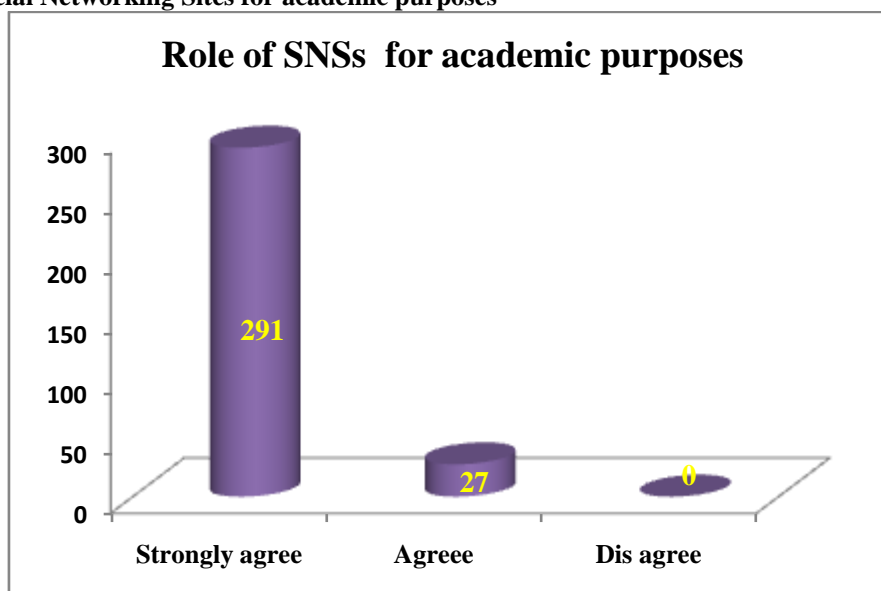
6. Various devices used for accessing the SNSs

It is easy and convenient to access SNSs through different devices. As the advancement of the disruptive technology, the students prefer SNSs to access through mobile devices. They are portable and user-friendly. One can access the SNSs anywhere (bus, train, hospital, workplace, educational institution). Today mobile devices play a vital role in student's life. The SNSs act as an effective learning tool for education.



The pie chart portrays the different devices used by the respondents to access the SNSs. The findings depict that 293(92.13%) accessed through Smartphone followed by 72(22.64%) tabs, 88(27.67%) through E-book reader, 242(46.10%) through Laptop, and 191 (60.06%) through desktops.

7. Role of Social Networking Sites for academic purposes



The above figure clearly shows the respondents opinion about the role of SNSs for academic purposes. Majority of the respondents i.e. is 291(91.50%) strongly agreed that SNSs play an important role in the academic purposes of the students. Followed by 27(8.49%) agreed and no one disagreed that SNSs have no role in the academic purposes of the students.

Major findings of the study

1. The samples have more male than female.
2. Among four faculties 93(29.24%) respondents were from the Management faculty.
3. It is interesting to know that all the respondents have access to Whatsapp.
4. More than one-third of the respondents used Facebook as the main source of information.
5. Out of 328 respondents, 318() of the respondents frequently used Social networking sites.
6. The respondents used SNSs for different purposes. 100% respondents used it to gain knowledge, 313(98.42%) used it to communicate socially and academically.
7. Majority of the respondents used SNSs through smart phones.
8. 291(91.50%) respondents strongly agreed that SNSs have an important role in academic purposes.

VI. CONCLUSION

The 21st century Social networking sites have made an impact in the academic performance of the students. They are the important tools to which the students who can freely share their views and ideas. As the result of SNSs, the learning system has changed radically. The present study is to know the awareness and use of social networking sites among the post graduates of Goa University. The findings of the study demonstrate that most of the samples are from the faculty of Social Science. All the respondents have access in Whastapp. Facebook and Whatsapp were considered as the most preferred SNSs. Majority of the respondents accessed SNSs daily and considered as the main source to attain knowledge. Most all the respondents strongly agreed that SNSs have an important role in their academic purposes. Moreover this study shows majority of the respondents strongly supported that SNSs as an effective media which enables to connect, build relationship with each other for group studies, social communications and discussions. In this present world, SNSs are the most attractive, effective and strong media which globally spreads any information in any part of the world.

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Nancy Waral "Awareness And Use Of Social Networking Sites Among The Post Graduates Of Goa University: A Case Study " (*Quest Journals*) *Journal of Research in Humanities and Social Science* 6.10 (2018): 95-100