Use of social networking sites by the faculty members of Central Himalayan region: a study of Kumaun University

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Research Problem: *The present study revealed about the use of social networking sites by the faculty members of Central Himalayan region. Kumaun University has been taken for the study, which is situated at this region*
Methodology Applied: *A closed questionnaire method was applied for the study. 200 questionnaires were distributed amongst faculty members of Kumaun University and only 114 respondents replied.*
Results/conclusions: *It is observed that majority of the faculty members of Kumaun University (KU) from all disciplines are aware of the SNSs and have accounts on them. 78.94 % faculties accessed Facebook through laptop at their home. 84.21% faculty members shared information through it and 64.04% used it for communication of research output. 59.65% faculty members of KU believed that SNS is relevant, active and interesting community, 56.14% used it for gaining valuable ideas. 71.05% of KU believed that SNS exposed to latest technology and 56.14% are satisfied with SNS*
Recommendations: *Library of Kumaun University should use these social networking sites in promoting their services amongst faculty members.*

Keywords: Social networking Site, Facebook, WatsApp, Himalaya, University, Kumaun

1. INTRODUCTION

Social Network is social structure made up of individuals (or organizations) called "nodes", which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, likes/dislikes, or relationships of beliefs, knowledge or prestige. (Abhyankar, 2011)

According to Boyd and Ellison (2007) "Social networking sites, or SNS are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connections, and (3) view and traverse their list of connections and those made by others within the system". SNS began with SixDegrees.com, launched in 1997, and "allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists"

The study revealed about Central Himalayan region of India. It constitutes the states of Himachal Pradesh and Uttarakhand. It came into being in 2000, when the mountain areas of Uttar Pradesh were administratively separated recognizing the fact that socially, ecologically and economically the region's management and development needs differed. Elevations in the state extend from approximately 300 to 7000 meters above sea level, and it has a geographical area of 53,485 sqkm. The state is interspersed with rivers, deep valleys, high peaks, gorges, uplands, glaciers and snows. It is also divided into 46 tehsils, 73 towns, 95 blocks and over 15 thousand villages. As per the 2001 census, the total population of the state stands at over 8.5 million, of which approximately 75% rural. Chauhan (2010)

Kumaun University is spread over in three campuses (DSB Campus, Bhimtal Campus and SS Jena Campus) with an area of 5,31,373 sq. mt. (160 acres) and built-up area of 3,00,000 sq. mt. The location of the university in Uttarakhand offers excellent research and teaching due to its landscape which is on undulating high ground. There are many herbs, shrubs and trees as well as rocks and minerals constituting eco-systems that can be studied. The university is known for its research and teaching in Geology, Forestry, Ecology, Particle Physics and Chemistry, Economics and Management as well as boasts of several centres that offer interesting research. Furthermore it continues to raise awareness regarding a variety of topics including economic resources, medicinal plants, environment, development of tribes, human rights and symmetries and conservation. Kumaun University has been imparting quality education in the disciplines of Arts (Languages, Literatures, Social Sciences, and Humanities), Commerce & Management, Education, Law, Medicine, Sciences, and Technology under the Clause 12 (B). The University Grants Commission (UGC) granted full recognition to the University on June 30, 1984. Ever since its inception, Kumaun University has always held a place of pride among the state universities. (About us, 2015, para. 5)

2. REVIEW OF LITERATURE

Mahajan, Singh & Kumar (2013) in their study they revealed that majority of the

respondents were found to be aware and making use of social networking sites applications in their research work. Zanamwe, Rupere & Kufandirimbwa (2013) in their study suggested that the majority of learners were mainly using Facebook and MySpace and social networking technologies for academic purposes and more specifically to conduct group work. Chakraborty (2012) explored that most of the researchers from social science background used SNSs for education and research point of view and scholars from pure science think that Social Networking sites has no role on research and education. Parveen (2011) in her study revealed that majority of the respondents were using Facebook followed by Twitter, Linkdeln, Orkut and Yahoo. Her study reveals that 52% of respondents were agreeing that Facebook works as a platform to avoid barriers of location and nationality.

In their study Singh & Gill (2011) revealed that majority of the respondents were found to be aware and making use of such applications in their research affairs. Bicen & Cavus (2010) in their study they revealed that use and sharing of knowledge on internet was made integral part of our daily life. Mahajan (2009) in her study explored the usage, impact and problems related to social networking sites and their impact on the social and cultural values of India. Trubitt & Overholtzer (2009) indicates that social networks of the electronic variety have become thoroughly embedded in contemporary culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools to build and maintain complex webs of professional and personal relationships.

3. SCOPE AND LIMITATION OF THE STUDY

The present study is confined only with the use of social networking sites for information communication by faculty members in State Universities of Central Himalayan region of Uttarakhand who are performing their teaching and research work in different disciplines. For this Kumaun University, Nainital has been chosen for said research work.

4. STATEMENT OF THE PROBLEM

The Social Networking Site plays a predominant role in exchanging information from one to others. Even if it works on internet platform it is most dependable and secret site which does not allow others to encroach upon the literatures of others unless the user is register. The faculty members of the universities under study make the best use of social networking site to share their information and communication. It creates online scholarly communities, research and teaching in real time, 24/7 collaborative networks, locating scholarly papers of interest online, tracking references with social media tools, Tweeting in and out of the classroom.

5. OBJECTIVES OF THE STUDY

The following objectives of the study are:

- To find out the use of social networking sites by the faculty members.

- To explore the purpose of using social networking sites.

- To find out the frequency and duration of using social networking sites.

- To find out the information reliability of SNS.

- To know the problems being faced by the faculty members while using social networking sites.

- To find out the impact of SNS on faculty members life in state universities of Uttarakhand.

6. HYPOTHESES

On the basis of the literature review and objectives of the proposed study following hypothesis were formulated:

H1: Social Networking Sites are mostly used by faculty members of state universities in Uttarakhand

H2: Facebook is the most used Social Networking Sites for information communication by faculty members.

H3: Social Networking Sites used by faculty members mainly with the purpose to getting updated information and connecting with other professional members.

H4: Social networking sites are helpful for educational advancement but some of the information available on Social Networking Sites is not reliable.

7. RESEARCH METHODOLOGY

Questionnaire method was applied for the survey of primary data. For that a questionnaire was prepared on the basis of the objective of the proposed study. Two hundred (200) questionnaires were distributed and 57% (114) were received back after filling by the faculties of Kumaun University.

8. DATA ANALYSIS AND INTERPRETATION

8.1 Gender Wise Distribution

Table1 shows that 56.14 % male and 43.85% female faculty members of Kumaun University were give responses of the questionnaire.

Sex	Respondents	
	Number	Percentage
Male	64	56.14
Female	50	43.85
Total	114	100

Table 1: Gender wise distribution of respondents

8.2 Commonly Use Social Networking Sites (SNS)

Table 2 shows that faculty members of Kumaun University 90 (78.94%) are using Facebook, 64 (56.14%) are using Google Plus, 62 (54.38%) are using WhatsApp, 53 (46.49%) are using You Tube, and 23 (20.17%) are using Twitter.

Name of SNS	Respondents	
	Number	Percentage
Facebook	90	78.94
YouTube	53	46.49
Twitter	23	20.17
Myspace	4	35.08
Google Plus	64	56.14
WhatsApp	62	54.38
Any Others	5	4.38

Table 2: Commonly Use SNS

8.3 Tool for Accessing SNS

Table 3 shows that faculty members of Kumaun University 92 (80.70%) are using social networking sites from Laptop, 71 (62.28%) are using from Mobile Phones, 64 (56.14%) are using from Desktop. However, they are using SNS less from I-Pad (32.46%) and Tablet (14.91%).

Tool	Desktop	Laptop	I-Pad	Mobile	Tablet
Number of Respondents	64	92	37	71	17
Percentage	56.14	80.70	32.46	62.28	14.91

Table 3: Tools for Accessing SNS by respondents

8.4 Place of Using SNS

Table 4 shows that faculty members of Kumaun University 99 (86.84%) are using social networking sites at Home, 54 (47.37%) are using it from Departments, 2 (1.75%)

are using it from Computer Centre. However, they are using SNS very less from cyber cafe (1.75%).

Place	Department	Cyber Café	Computer Centre	Home	Any others
Number of Respondents	54	5	2	99	00
Percentage	47.37	4.39	1.75	86.84	00

Table 4: Place of using SNS by respondents

8.5 Awareness about SNS

Table 5 shows that faculty members of Kumaun University 73 (64.03%) are aware about social networking sites from Internet, 60 (52.63%) knows it from Friends and 37 (32.46%) knows it from Colleagues.

Place	Internet	Friends	Colleagues	Newspaper/Magazines	Any others
Number of Respondents	73	60	37	47	5
Percentage	64.03	52.63	32.46	41.23	4.39

Table 5: Awareness about SNS by respondents

8.6 Purpose of Using SNS

Table 6 shows that purpose of respondents of using SNS 96 (84.21%) are sharing information or knowledge, 73 (64.04%) are using for communication of research output, 66 (57.89%) are using for published research work faster , 45 (39.47%) are using for entertainment, 42 (36.84%) are using for creating awareness on new product, 38 (33.33%) are using for making friends.

Purpose of SNS	Number of Respondents	Percentage
Sharing information or Knowledge	96	84.21
Communication of Research output	73	64.04
Creating awareness on new product	42	36.84
Making Friends	38	33.33
For Entertainment	45	39.47
Published research work faster	66	57.89

Table 6: Purpose of using SNS by respondents

8.7 Reason for Using SNS

Table 7 shows that respondents' reason of using SNS 68 (59.65%) thoughts that it is relevant, active and interesting community, 64 (56.14%) used it for gaining valuable ideas, 55(48.25%) using it for linking up with professionals, 46 (40.35%) are using it for staying up to date with community news.

Reason of SNS	Number of Respondents	Percentage
It is relevant, active and interesting community.	68	59.65
Stay up to date with community news	46	40.35
Linking up with professionals	55	48.25
To gain valuable ideas	64	56.14

Table 7: Reason for using SNS by respondents

8.8 Frequency of Login to SNS

Table 8 shows that respondents' frequency of Login to open SNS. 39 (34.21%) use it once a day, 37 (32.46%) used it several times a day, 20 (17.54%) used it occasionally, 10 (8.77%) used it once in a few days, and 6 (5.26%) used it once in a week.

Frequency of Login	Number of Respondents	Percentage
Several times a day	37	32.46
Occasionally	20	17.54
Once a day	39	34.21
Once in a week	5.26	6
Once in a few days	10	8.77

Table 8: Frequency of Login to SNS

8.9 Period of Using SNS

Table 9 shows that respondents' periodicity of using SNS. 51 (44.74%) are using it from more than 4 years, 34 (29.82%) are using it between 2-4 years, 19 (16.67%) are using it from 1-2 years and 6 (5.26%) are using it from less than 1 year.

Periodicity of using SNS	Number of Respondents	Percentage
Less than 1 year	6	5.26
2-4 years	34	29.82
1-2 years	19	16.67
More than 4 years	51	44.74

Table 9: Periodicity of SNS

8.10 Reliability of SNS

Table 10 shows the status of reliability of SNS. 56 (49.12%) respondents are not sure about its reliability, 41 (35.96%) respondents believed that SNS is reliable and 8 (7.02%) respondents thought that SNS is not reliable.

Reliability of using SNS	Number of Respondents	Percentage
Yes	41	35.96
No	8	7.02
Not Sure	56	49.12

Table 10: Reliability of SNS

8.11 Advantages of Using SNS

Table 11 shows the advantages of SNS. 76 (66.67%) respondents are using SNS for communication of research output. 68 (59.64%) respondents are using it for staying up-to-date with community news, 52 (45.61%) respondents are using it for networking and 29 (25.44%) are using it for entertainment.

Advantages of using SNS	Number of Respondents	Percentage
Stay up to date with community news	68	59.64
Communication of Research output	76	66.67
Entertainment	29	25.44
Networking	52	45.61

Table 11: Advantages of SNS

8.12 Disadvantages of Using SNS

Table 12 shows the disadvantages of SNS. 46 (40.35%) respondents believed that SNS have lack of privacy, 35.96 (41%) respondents believed that it is waste of time, 24 (21.05%) respondents believed that it is very distracting and 20 (17.54%) respondents believed that it's enhance mental stress.

Disadvantages of using SNS	Number of Respondents	Percentage
Waste of Time	41	35.96
Very Distracting	24	21.05
Mental Stress	20	17.54
Lack of Privacy	46	40.35
Possibility of Fraud	63	55.26

Table 12: Disadvantages of SNS

8.13 Impact of SNS

Table 13 shows the impact of SNSs on faculty members of Kumaun University. 41 (35.96%) respondents believed that SNSs have a little impact on their lives, 32 (28.07%) respondents believed that it have vast impact, 20 (17.54%) believed that SNSs have no impact.

Impact of using SNS	Number of Respondents	Percentage
Vast	32	28.07
A little	41	35.96
No impact	20	17.54
No response	15	13.16

Table 13: Impact of SNS

8.14 Helpfulness of SNS

Table 14 shows the helpfulness of SNSs on respondents. 81 (71.05%) respondents believed that SNS exposed to latest technology, 49 (42.98%) respondents believed that it publish research work faster, 48 (42.11%) believed that SNSs have gained more visibility in their research areas and 43 (37.72%) believed that it helped greatly in disseminating information among groups.

Helpfulness of SNS	Number of Respondents	Percentage
Exposed to latest knowledge	81	71.05
Gained more visibility in my area(s) of research	48	42.11
It has helped greatly in disseminating information among groups	43	37.72
Published research work faster	49	42.98

Table 14: Helpfulness of SNS

8.15 Satisfaction Level of SNS

Table 15 shows the satisfaction level of SNSs on respondents. 64 (56.14%) respondents are satisfied with SNSs, 29 (25.44%) respondents partially satisfied with it, 12 (10.53%) are highly satisfied and 4 (3.51%) are not satisfied with it.

Satisfaction Level of SNS	Number of Respondents	Percentage
Highly Satisfied	12	10.53
Satisfied	64	56.14
Partially satisfied	29	25.44
Not Satisfied	4	3.51

Table 15: Satisfaction Level of SNS

9. FINDINGS

- It is observed that majority of the faculty members of Kumaun University (KU) from all disciplines are aware of the SNSs and have accounts on them.

- Facebook is the most popular site. 78.94 % faculties accessed Facebook in KU followed by 56.14% Google Plus and 46.49% WhatsApp.

- Laptop is the most popular tool for accessing SNS amongst faculties of KU. 80.70% faculties accessed SNS through Laptop followed by 62.28% by Moible Phones and 56.14% by Desktop.

- Mostly faculties (86.84%) are using SNS from their home followed by 47.37% from Departments and very few use it from cyber cafe (1.75%) and Computer Centre (1.75%).

- 64.03% faculty members of KU aware about SNS through internet followed by 52.63% from friends and 32.46% from colleagues.

- 84.21% faculty members of KU are sharing information or knowledge through SNS followed by 64.04% communication of research output, 57.89% publish research work faster, 39.47% entertainment and 33.33% making friend.

- 59.65% faculty members of KU believed that SNS is relevant, active and interesting community, 56.14% used it for gaining valuable ideas. However, 48.25% used it for linking up with professionals and 40.35% are using it for staying up to date with community news.

- 34.21% faculties of KU used it once in a day, 32.46% used it several times a day and 17.54% used it occasionally.

- Mostly faculties member of KU are using it more than four years and 29.82% are using it 2-4 years and very few are using it less than one year.

- 49.12% faculties of KU are not sure about its reliability and 35.96% believed that SNS is reliable followed by 7.02% not reliable.

- Mostly (66.67%) faculty members of KU are using it for communication of research output 59.64% are using it for staying up-to-date with community news and 45.61% are using it for networking.

- 46% faculty members of KU believed that SNS have lack of privacy and 41% felt that it is waste of time.

- 35.96% faculty members of KU believed that SNSs have a little impact on their lives and 28.07% have vast impact followed by 17.54% no impact.

- Mostly faculty members (71.05%) of KU believed that SNS exposed to latest technology, followed by 42.98% publish research work faster, 42.11% gained more visibility in their research areas, 37.72% help greatly in disseminating information among groups.

● The majority of faculty members (56.14%) of KU are satisfied with SNS.

The findings of the current study supports and prove hypotheses:

Hypothesis	Proved
H1: Social Networking Sites are mostly used by faculty members of state universities in Uttarakhand	100% are using SNS
H2: Facebook is the most used Social Networking Sites for information communication by faculty members	78.94 % used Facebook.
H3: Social Networking Sites used by faculty members mainly with the purpose to getting updated information and connecting with other professional members.	84.21% agreed with it
H4: Social networking sites are helpful for educational advancement but some of the information available on Social Networking Sites is not reliable.	66.67% agreed with it

10. CONCLUSION

Kumaun University comes in the state university of Central Himalaya region. It shows that Social Networking Sites are most popular activities amongst faculty members of this University. They are sharing their research activities and other communication through SNSs. Therefore the librarian of Kumaun University shall use this platform to interact and market their product amongst faculty members, students and research scholars.

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