

Use of Social Networking Sites among the Students of MGKVP Varanasi: A Study

Vijay Kumar Bharati^{1*} and M.P. Singh²

¹Senior Assistant Librarian, Dr. Bhagwandas Central Library, Mahatma Gandhi Kashi Vidyapith, Varanasi, Uttar Pradesh

²Professor and Head, DLIS, Babasaheb Bhimrao Ambedkar University, Lucknow, Uttar Pradesh, India

(*Corresponding author) email id: *bharati.bhu@gmail.com, ²mpsinghdllis@gmail.com

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ABSTRACT

Social networking sites started with the emergence of Web 2.0 and it is rapidly growing up. Nowadays, it is working as an important medium of communication to each other. Through the social networking sites, we are sharing huge information and our experiences as personally as professionally. It is also helping to build up a personal and professional relationship with individual and group. Social networking sites are being used to provide services to the public as well as students. Various libraries are also using this networking platform for providing their services to the users. The purpose of this study is to find out the awareness and use of social networking sites used by students of Mahatma Gandhi Kashi Vidyapith, Varanasi, UP, and to find out the propose, benefits, reasons of using social networking sites by the students of the university. The study conducted by descriptive survey whereas the questionnaires were distributed among UG, PG and research scholars of MGKVP who were selected by cluster random sampling technique. A total of 100 questionnaires were distributed in each group. All 100 respondents completed and returned the questionnaire correctly. The data inputted in MS Excel and analysed the findings. It is found that most of the UG and PG student use social networking sites for interaction with friends whereas research scholars are using for interaction and academic propose both. The result reveals that Whatsup and Facebook are using more than other social networking sites.

Keywords: Social networking sites, Communication, Libraries, Internet, Kashi Vidyapith

INTRODUCTION

In India, social networking sites are becoming very popular means of communication personally and professionally. With the emergence of information and communication technology in the society, the interactive ways have been changed, especially students are affecting rapidly. They are using mobile and computers to communicate with each other. They are sharing their ideas, experiences, audios and videos via social networking instantly. The students are getting general and academic information through social

media. The Internet is making easy to communicate with each other globally. The social networking sites define as follows:

Computing Dictionary (2011) Social networking site as any website designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employees just to mention a few.

Boyd and Ellison (2007) Social networking sites as web-based services that allow individuals to having

three common elements first construct a public or semi-public profile within a bounded system second articulate a list of other users with whom they share a connection, and third view and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site.

Accordingly, the social networking sites define as, 'To allow multiple users to communicate with each other simultaneously through networking instantly.' Apart from that, there are large number of students which are using to YouTube, Facebook, MySpace, Wikis, Blogs, Pub Med, Twitter, Flickr and LinkedIn in libraries. There are following social networking tools that are using in library services:

- Facebook
- YouTube
- Twitter
- Wikis
- Library Thing
- Blog
- Podcasting
- Flickr
- Digg
- Slide Share

Mahatma Gandhi Kashi Vidyapith is a UP state university placed in Varanasi, Uttar Pradesh. The university might have been established eventually perusing Babu Shiv Prasad Gupta and Bhagwan Das in 1921 with the name Kashi Vidyapith. The university name changed as Mahatma Gandhi Kashi Vidyapith in 1995. The university has more than 400+ subsidiary colleges spread over five regions. It offers a range of academic courses for arts, science, commerce, law, registering also management. The university is having about 30 departments which are providing knowledge from UG to Ph.D. There are about 8000 students,

300 faculty members and 1000 technical and non-technical staffs in various disciplines. In 1974, the Chief Minister of Uttar Pradesh, Pt. Kamalapati Tripathi initiated a state government determination on aggravating as much institute of higher education as a university. At this duration, the Prof. Raghukul Tilak might have been the Vice Chancellor and the representative of UP Government to be chancellor become as UP university act. At present, the university is blossoming under the administration for Vice Chancellor, Prof. T.N. Singh. The Central library of the university is established in 1921 as Bhagwan das Swadhyaypith later on renamed as Dr. Bhagwandas Central Library. The Library has a huge collection of books and manuscripts. A large number prestigious pioneer about India similar to Pandit Jawahar Lal Nehru, Jamunalal Bajaj, Acharya J.B. Kripalani, Puroshottamdas Tandon, Rafi Ahmed Kidwai, Sampurnanand, Lal Bahadur Shastri and Pandit Kamalapati Tripathi were nearly connected with this library. The library will be hosting an enormous gathering for books in humanities, social sciences and science. It is developing as a centre of modern learning. It is a most lively place on the campus providing a safe, comfortable and friendly environment that enables learning and advancement of knowledge, and promotes discovery and scholarship. The mission and future planning of the Central Library is to facilitate new knowledge through acquisition, organisation and dissemination of digital resources and providing for value-added services (MGKVP Central Library, 2018).

LITERATURE REVIEW

A literature review is an essential part of a research work. It is a comprehensive study of prior work regarding our topic. After reviewing the literature, we become able to say what we know about a topic and what is not yet known. Literature reviews have forced a writer to educate him/herself on as much information as possible pertaining to the topic chosen.

Shava and Chinyamurindi (2018) indicated on determinants of social media usage among a sample of rural South African youth and found a relation among independent variables knowledge sharing, habit and obligation with the another dependent variable social, media and usage concerning Facebook usage among the sample youth.

Malik and Narke (2018) studied on Impact of Social Media on College Students in Kashmir. The data were collected through questionnaire. They revealed that the social media is directly affecting to the academic work of the student. There was direct correlation between social media and academic performance. Further found that the students spend 4–8 hours daily.

Alahmar (2016) conducted a study on the impact of social media on the academic performance of second year medical students at College of Medicine, University of Babylon, Iraq. He found that there is a relation between social media and achieving grade. About 95% have been using Facebook followed by Instagram and Ask.fm.

Sampasa *et al.* (2015) reveal in their study that most students are using social networking sites up to 2 hours daily. Facebook and Whatsapp are preferred mostly for sharing information such as image text and videos.

Arumugam *et al.* (2014) found in their study that most teenagers are addicted to a social networking site and misusing the network and electronic gadgets. They suggested that we should be careful to teenagers and give the proper awareness to use the social networking sites.

Bhola and Mahakam (2014) found that Facebook is the main social media which is mostly used by the youngster. Chatting, making new friends and interaction with the opposite sex is common. Furthermore, they reveal that most are having update electronic gadgets and keep hiding their chatting and routine online task.

Kumar and Kumar (2013) made a study on using social networking sites by postgraduate students and research scholars; they find out that the Facebook is using much than other social media by all category of the student. Further they reveal that mostly research scholar making use for their research work.

Tham and Ahmed (2011) studied the usage and implication of social networking sites among college students. They find out that the female students are spending more time than the male student on social networking sites. Mostly they are using Facebook and Whatsup for sharing the information

OBJECTIVES OF THE STUDY

1. To find out awareness about various categories of social networking sites by the students of the MGKVP.
2. To find out the usage of social networking sites by the students of the MGKVP.
3. To identify the benefits of using social networking sites.
4. To identify the effect of SNS on their personality.

THE SCOPE OF THE STUDY

This study is limited to the students of the MGKVP. The faculty members of the university are excluded from this study. It covers the extent of the use of social networking sites by the students of the MGKVP.

METHODOLOGY

The study was done to make a survey of the use of social networking sites by students of MGKVP Varanasi. The data were collected through a questionnaire. A well-structured questionnaire distributed to UG, PG and research scholars of the university personally. A total of 100 questionnaires distributed in each group. The 100% respondent

returned. After that, the data inputted in MS Excel and result analysed.

DATA ANALYSIS AND INTERPRETATION

The Figure 1 shows the frequency of using social networking sites of the students of Mahatma Gandhi Kashi Vidyapith, Varanasi. It is found that 89% UG students are using daily SNS followed by 6% weekly and 5% fortnightly, whereas 80% PG student is using daily SNS followed by 4% weekly and 4% fortnightly. Furthermore, reveal that 80% research scholar is using daily SNS followed by 12% weekly and 8% fortnightly.

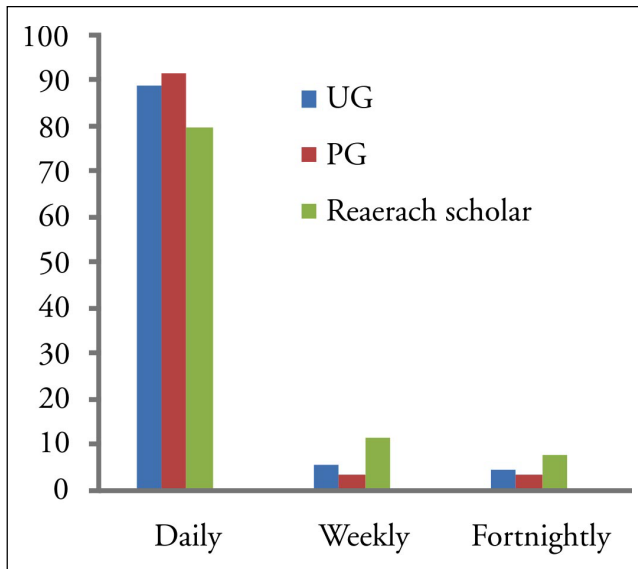


Figure 1: Frequency of using SNS

Figure 2 shows the spending time by students on social networking sites. It is found that 65% UG students are spending time 30 minutes to 2 hours daily on SNS followed by 35% more than 2 hours whereas 80% PG student is spending time 30 minutes to 2 hours daily on SNS followed by 20% more than 2 hours. Furthermore, examine and found that 71% research scholar is spending time 30 minutes to 2 hours daily on SNS followed by 29% are spending time on SNS more than 2 hours.

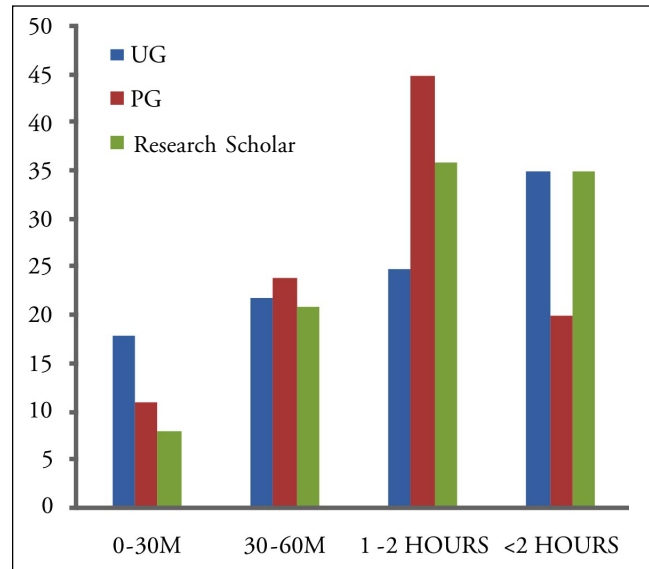


Figure 2: Time spend in access to SNS

The Figure 3 shows the most frequent social networking sites used by students. It is found that 90% of UG students are using Whatsapp followed by 75% YouTube and 49% Facebook whereas 95% PG student are using Whatsapp followed by 68% Facebook and 47% YouTube. Furthermore, examine and found that 90% research scholar is using Whatsapp followed by 78% Facebook and 38% YouTube.

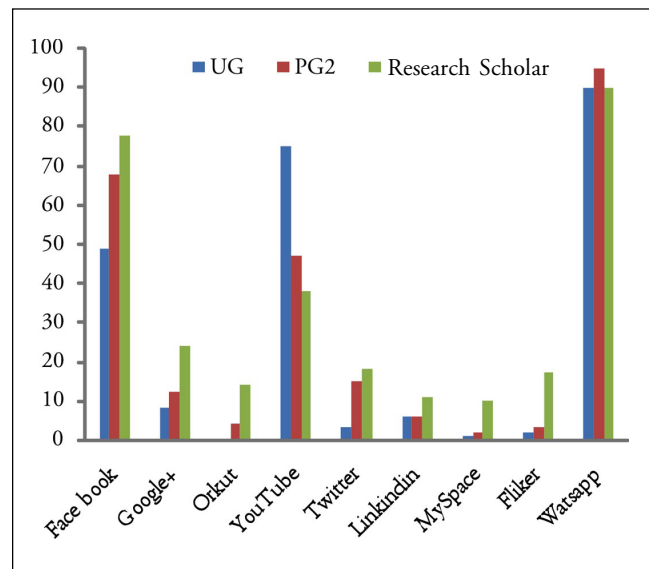


Figure 3: Most frequently SNS used by students

The Figure 4 explains the purpose of using SNS by the student of MGKVP. After analysis, it is found that 78% UG students are using SNS for entertainment followed by 45% for sharing things to friend, 24% for create professional network, 24% for update and 16% for studying whereas 62% of PG students are using SNS for entertainment followed by 38% for sharing things to friend, 34% for studying, 30% for creating professional network and 29% for update. Furthermore, the above graph reveals that 68% research scholar is using SNS for update followed by 42% for studying, 32% for creating a professional network and 20% for entertainment.

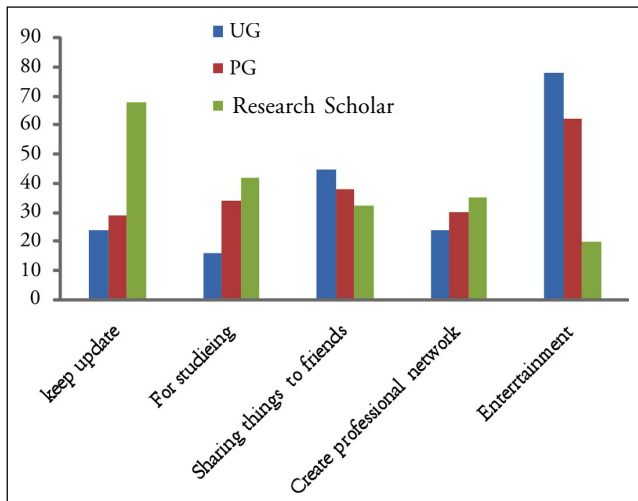


Figure 4: Purpose of using social networking sites by students

The Figure 5 shows the data regarding the type of information you can get by SNS. The data reveal that 68% of UG students are using SNS for video and image followed by 36% for general information, 35% for current news followed by 28% for study-related information whereas 70% PG students are using SNS for video and image followed by 46% for study-related information, 34% for current news followed by 28% for general information. Furthermore, the above graph reveals that 78% research scholar is using SNS for study-related information followed by 56% for current news, 39% for videos and images followed by 28% general information.

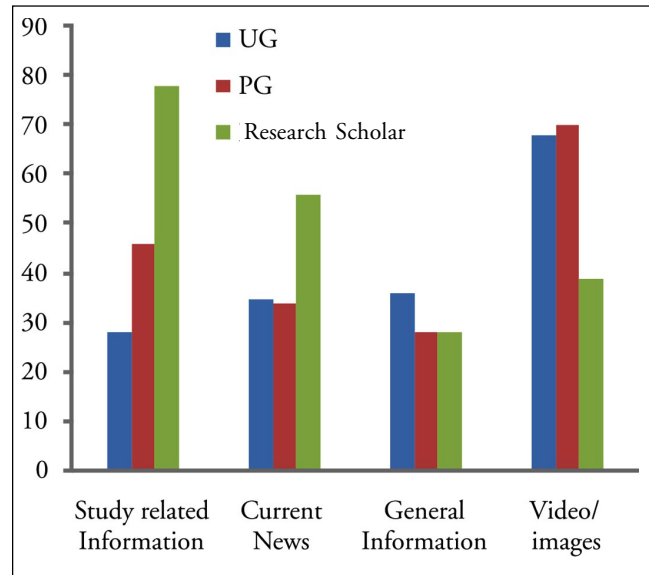


Figure 5: Type of information you get from SNS

The Figure 6 reveals that the impact of SNS on student personality. This is found that 72% of UG students personality is greatly impacted by the SNS whatever 28% are not impacted. About 85% of PG students are greatly impacted by the SNS whereas 15% is not impacted by SNS. Further found that 90% of research scholar's personalities greatly impacted by the SNS whereas 10% are not impacted by SNS.

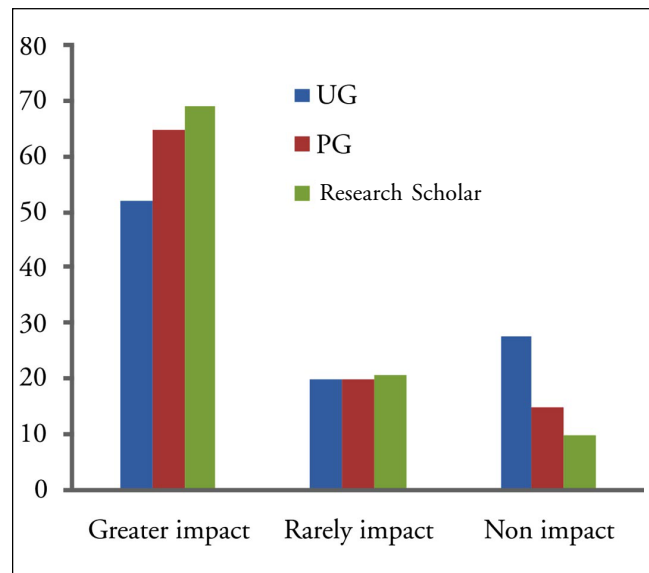


Figure 6: Impact of SNS in students personality

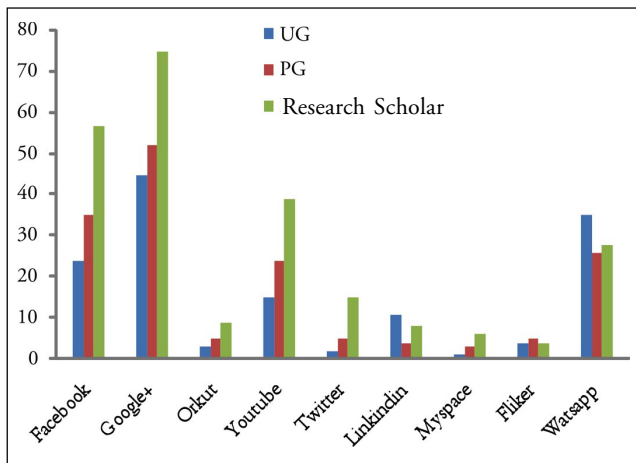


Figure 7: Which SNS would be useful mostly for your career

The Figure 7 shows the data about which SNS would be useful mostly for your career. It is found that all categories students accept Facebook, Google+, Whatsapp and YouTube are 90% useful for our career and 10% are with Orkut, Twitter and LinkedIn.

CONCLUSION AND FINDINGS

With the emergence of Web 2.0 technology, the user has been received a right to two-way communication with one another. Day to day social networking sites are growing and the user is also increasing day to day. This study was conducted to examine the Use of Social Networking Sites among the Students of MGKVP Varanasi and its impact on their personality. The study revealed that majority of the student of MGKVP is having awareness towards SNS. Most of the students use daily SNS. The time spends by the students on SNS are up to 2 hours per day for sharing information. Most students use the Whatsapp followed by Facebook, Google+, LinkedIn and other SNS sites. Most students used SNS for video/images followed by study-related information, currents news and general awareness of information. Finally, all the students (UG, PG and research scholars) have accepted that the social networking websites have a greater impact on their personality.

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