

A Study on use and Awareness of Social Network Sites by Engineering Students

Jai Prakash H L

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Abstract

This Article focuses on the awareness and use of social network sites by engineering graduates of C. Byregowda Institute of Technology, Kolar, Karnataka (CBIT). The main aim is to know the devices used to connect internet, how often students access Social Network sites and purpose of using SNS etc. The study adopted a survey design and data was collected from the respondents using a questionnaire. The major finding of the study are majority of the respondents are using mobile phone to connect internet. Majority of the respondents comes to know the social network sites from their friends. Face book places first of the favorite Social network site for the respondents.

Keywords: Social media; User survey; Engineering students; CBIT.

INTRODUCTION

Social networking websites are becoming popular among students by supporting a wide range of interests and practices and help them in connecting with each other, their local and the global community at large. A tremendous increase in the use of these websites in India. In recent years, social media such as Facebook, Google+, Twitter, Flickr and YouTube have become popular

particularly with young students. These tools have become part of the students' lives and help to build their connections with others. These connections are based on related interests, work, interactions and personal relationships. Consequently, academic institutions have realized the importance of social media and a growing number of academic communities are creating accounts and joining groups through these sites (*Al-Daihani, 2010*).¹ Keeping the assumption of increasing use of social networks, this study conducted with an aim of finding the awareness and use of social media among engineering students of C. Byregowda Institute of Technology, Kolar, Karnataka.

REVIEW OF LITERATURE

Boyd and Ellison (2007) have used the term social network sites and defined it as web based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2)

Authors Affiliation: Librarian (Selection Grade), Government Science College, Autonomous, Hassan 573201 Karnataka, India.

Address for Correspondence: Jai Prakash H L, Librarian (Selection Grade), Government Science College, Autonomous, Hassan 573201 Karnataka, India.

E-mail: jaiprakash.hl@gmail.com

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articulate a list of other users with whom they share a connection, and (3) 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.²

Farzana Shafique, Mushahid Anwar & Mahe Bushra (2010) study was found that the purpose of using the social media by the students was for purchasing, video conferencing, selling, tagging related resources, advertisement, finding social contacts, ranking resources, earning money, finding communities of interest, and for searching. They recommended that the use of these media should be integrated with traditional courses and classroom.

Zakaria, Watson, and Edwards (2010) studied the use of social media by Malaysian students. They found that students have been using the Internet applications specifically social media for both formal and informal types of learning.⁶

Sei-chng Joanna, Kyung-Sun (2013) study analyzed International students everyday life information needs, their usage of Social networking sites. The findings of the study indicate that majority (97 percent) of the respondents frequently used SNS; while there is no gender difference was found. The frequent users were more likely to rate acquired information was useful.³

OBJECTIVES OF THE STUDY

The main objectives of the present study are

- To know the devices used by the engineering students to connect internet frequently.
- To examine the time spent for active internet

Table 2: Frequently used devices to connect internet

S. no	Devices	Male	Female	Total	Percentage
1	Desktop	12	08	20	20
2	Laptop	17	09	26	26
3	Mobile	42	12	54	54
4	Tablet	-	-	-	-
	Total	71	29	100	100

The above table represents the devices used to connect internet frequently by the engineering graduates. It is clearly evident from the table that majority (54%) of the respondents are using mobile

usage per day.

- To obtain their views on how they come to know to join in the Social net work sites.
- To know the purpose of using the Social Network sites.

METHODOLOGY

The survey was conducted through a structured questionnaire circulated among 100 engineering students. The accidental random sampling method was used for collecting the data, from those were available in the college library during the survey time.⁵ The respondents are from different engineering departments the questionnaires were distributed and giving sufficient time to fill up, the doubts raised by the respondents are cleared by the investigator and the response rate was 100 percent. The responses received from the students to the questions are presented in the form of tables and analyzed by using a simple method of calculation.

DATA ANALYSIS

Table 1: Gender wise distribution of respondents

Gender	No of respondents	Percentage
Male	71	71
Female	29	29
Total	100	100

The table 1 shows the gender wise distribution of respondents. It is clear from the above table that majority of the respondents i.e., 71 (71%) are male and 29 (29%) are female respondents.

phones to connect internet frequently, followed by laptops (26%) and personal computers 20 percent. No student in the study used Tablet to connect internet.

Table 3: Time spent for active internet usage

Sl. No	Time spent	Male	Female	Total	Percentage
1	Less than 15 mins	15	11	26	26
2	15-30 mins	21	12	43	43
3	30-60 mins	15	4	19	19
4	More than one hour	20	2	22	22
	Total	71	29	100	100

Table 3 indicates the time spent by the engineering students for active internet usage per day. The table reveals that majority (43%) of the respondents are spent 15-30 mins for active internet usage per day. 26 percent of the respondents opined that

they spent less than 15 mintues. 22 percent of the respondents spent more than one hour for internet use. Only 19 percent are spent 30-60 minutes for internet browsing.

Table 4: Profile in the social network sites

Sl. No	Social Network	Male	Female	Total	Percentage
1	Facebook	54	9	63	63
2	Orkut	10	3	13	13
3	Twitter	9	-	9	9
4	Google+	28	22	50	50
5	LinkedIn	1	1	2	2

Table 4 depicts the profile registered by the students in various social network sites. Majority of the respondents (63%) having account in Facebook, followed by 50% of the respondents registered

in Google+ 13% of the respondents have also registered each in Twitter and YouTube. The data in the table reveals respondents having account in multiple Social network sites.

Table 5: Frequency of accessing social network sites

Sl. No	Time	Male	Female	Total	Percentage
1	Hourly	8	3	11	11
2	Daily	18	3	21	21
3	Weekly	32	9	41	41
4	Monthly	13	14	27	27
	Total	71	29	100	100

The above table represents the frequency of accessing the social net work sites by the engineering graduates. It is clearly shows that majority of the

respondents (41%) are accessing SNS weekly, followed by 27 percent monthly. 21 percent of the respondents are accessing SNS hourly.

Table 6: Time spent on social network sites per session

Sl. No	Time	Male	Female	Total	Percentage
1	< 20 min	35	15	50	50
2	30 min	23	10	33	33
3	30-60 min	3	2	5	5
4	More than an hour	10	2	12	12
	Total	71	29	100	100

The Table 6 indicates the time spent for accessing SNS per session. The table reveals that majority of the respondents (50%) are spent less than 20 min for

accessing SNS, followed by 30 min by 33 percent of the respondents. Only 5 percent of the respondents spent 30-60 min for accessing SNS.

Table 7: Purpose of Using Social Network Sites

Sl. No	Purpose	Male	Female	Total	Percentage
1	To keep in touch with friends	57	18	75	75
2	To meet new people	36	8	44	44
3	To share photos, videos and music	29	17	46	46
4	To promote your self	33	15	48	48
5	Writing comments	30	16	46	46

Table 7 represents the purpose of using SNS. Majority (75%) of the respondents opined that they use SNS to keep in touch with their friends, followed by 48% of the respondents are using

SNS to promote themselves. 46 percent of the respondents using SNS for sharing Photos ,music etc and writing comments.

Table 8: Opinion regarding use of Social media for Academic/Career

Sl. No	Opinion	Male	Female	Total	Percentage
1	Yes	61	26	87	87
2	No	10	3	13	13
	Total	71	29	100	100

The table 8 shows the opinion regarding use of social media tools for academic/ career purpose. It reveals that majority of the respondents 87

percent opined that they use of social media tools for academic purpose. Only 13 percent responded negatively.

Table 9: Academic/Career purpose of using social media

Sl. No	Purpose	Male	Female	Total	Percentage
1	For job searching	25	11	36	36
2	For professional /career network	16	12	28	28
3	To update knowledge	36	22	58	58
4	For sharing and exchanging information	28	12	40	40

Table 9 shows engineering graduates using SNS for academic/career purpose. The above table indicates that majority (58%) of the respondents using SNS to update their knowledge, followed by

40% of the respondents using SNS for sharing and exchanging information and 36% of the respondents for searching the jobs. Only 28% of the respondents using SNS to develop professional network.

Table 10: Opinion on the use of social network for academic purpose

Sl. No	Opinion	Male	Female	Total	Percentage
1	Yes	60	26	86	86
2	No	1	-	1	1
3	No idea	10	3	13	13
	Total	71	29	100	100

The above table represents the opinion on the use of social media tools for academic purpose will enhance their knowledge, skills etc. The data in the table reveals that majority of the respondents (86%) opined that the use of social media tools

will enhance their knowledge and skills. Only one percent responded negatively. Thirteen percent of the respondents have no idea regarding the use of social media tools for academic purpose.

Table 11: Opinion on the trust of information in Social Network Sites

Sl. No	Opinion	Male	Female	Total
1	Yes	53	26	79
2	No	18	3	21
	Total	100	29	100

Table 11 shows the opinion regarding the information on SNS. It reveals that majority of the respondents (79%) are opined that they trust the information obtained from the SNS but 21 percent responded negatively, that they did not trust the information in SNS.

FINDINGS

The major findings of the present study are

- Majority of the respondents (54%) are using mobile phones to connect internet.
- Majority of the respondents (43%) are spent 15-30 min for active internet usage per day.
- Majority of the respondents (63%) registered their account in Facebook.
- Majority of the respondents (41%) using SNS weekly.
- Majority of the respondents (50%) spent less than 20 min for accessing SNS.
- Majority of the respondents (75%) are using SNS to keep in touch with their friends.
- Majority of the respondents (87%) opined that the use of social media tools for academic purpose.
- Majority of the respondents (58%) using SNS (academic purpose) to update their knowledge.
- Majority of the respondents (86%) opined that the use of SNS will enhance their Knowledge
- Majority of the respondents (79%) trust the information they got from SNS.

CONCLUSION

The study try to find out the use and awareness of the Social network sites among the engineering graduates, more than half of the respondents are using mobile phone to connect the internet and their awareness of social media tools through their friends seems they are keep in touch with the social media usage for academic purpose. This is an interesting and encouraging aspect to their career building and social networking.

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