Educational Use of Social Networking Sites by the Students of KLE Society's G.H. Arts, Science and Commerce College Haveri: A Study

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Social Networking Sites are the most used Web platforms by the young generation. The present study is conducted to understand the role SNSs in educational activity, and whether the SNSs havea positive or negative impact on educational activities. The study is based on the survey method, the questionnaire is prepared and sentthrough the Google forms online platform. 279 responses are received from the students of G.H Arts, Science and Commerce College, Haveri. Out of 279 responses,174 (62.4%) are Female respondents and 105 (37.6%) are Male. According to discipline wise the responses are divided into Commerce 113 (40.5%), Arts 95 (34.1%) and Science 71 (25.4%). The collected data were analysed with Ms-excel software and results are demonstrated with the help of tables and charts. The study concludes that SNSs are used by most students and 63.1% of students agree that SNSs are useful for educational growth.

Keywords: *Social Networking Sites (SNSs), Education, Communication, College Students, WhatsApp Haveri.*

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1 INTRODUCTION

Information Technology developments caused tremendous changes in society. In the good old days, people use to communicate face-to-face. As communication technology developed it made it possible of communicating with other location people. Slowly Computers, the Internet, Mobile phones, World Wide Web (WWW) were introduced. Along with the WWW Social Networking Sites developed in a revolutionary way. Social Networking Sites are online platforms that enable users to build a public profile and with that account, they start communicating with other people. They provide a list of previous users who are already created user accounts, it asks the permission of account holders to follow the known persons. The services provided by SNSs are not the same, some provide information and others are there for communication. The SNSs can be accessed through desktops, laptops, tablets, and Smartphones. Social Networking Sites are used to share photos, videos, text chatting and Sharing information. Facebook was the earliest and most famous SNSs before the introduction of WhatsApp and Instagram. The present study is focussing on the educational benefits of SNSs. The young generation is dependent on SNSs for their day-to-day activities. After COVID-19 the dependency level is crossing the limit of healthy use. The COVID-19 pandemic has forced us to use SNSs for educational, entertainment and communication purposes, they are the only means at that time and it was needed. Library professionals can make positive use of SNSs in educational institutes by

2 REVIEW OF RELATED LITERATURE

Literature Review is an essential part of every research it guides the researcher to know thoroughly about the concept. It reveals the development of the concept and research gaps.

Social Networking sites are the most effective platform for communication. Digbijoy Das & Satyajit Borah, (2019) surveyed students and research scholars at Assam Agricultural University. They evaluate the impact of SNSs on students. The study reveals that SNSs are fast communication tools in less period. The use of SNSs is more they are popular than any other media. In modern days library professionals are creating blogs through which they can communicate with library users and provide remote access to library resources.Similarly, MK Verma & K Devi, (2016) collected data based on the purpose to identify the most used SNSs by Mizoram University Students. Through the random sampling questionnaire, they collected data from UG, PG and Research scholars of Mizoram University. Most of the students are familiar with SNSs and they are using more than one site, YouTube and Facebook are used by more students. The author said that SNSs can help librarians build good communication with users/ students. They suggest organising training programmes for students

regarding the positive usage of SNSs. More importantly, there should be an equilibrium between the usage of SNS and educational activity.

Owusu-Acheaw & Agatha, (2015) studied Koforidua Polytechnic college students of Ghana. To know how the usage of socialmediais affecting educational activity. Mobile phones are more commonly used by all students with an internet connection, from which they use social media sites. Students used mobile phones rather than any devices to access SNSs and they spend ½ hour to more than 3 hours every day. The data shows that the use of SNSs is damagingly impacting the educational performance of students. The authors recommended using mobile phones only for educational and communication purposesfor a limited time per day. Venkatachalam & Murali, (2021) also evaluated the impact of SNSs on college students, through the structural equation modelling method. SNSs are gaining much popularity among the education community which fills the academic gaps between students and teachers. The study agrees that SNSs are affected by more female students below 21 agewho are from poor families and studying Arts in Government degree colleges. The impact of SNSs is different among the students of UG, PG, and M.Phil./PhD the higher education sector students will not be affected by SNSs they are in limited use, only for educational and communication purposes. They suggest to bring awareness among students below 21 years about the usage of SNSs.

Pandian, et. al, (2017)Studied the response of Women students towards SNSs, and how they are utilizing SNSs for their Academic purpose. Inthe modern age, people are called "Netizens" instead of Citizens, they are using SNSs rather than email to communicate with family and friends. Pandian concludes that students are using SNSs forthe last year and they spend less time with SNSs. 57% of students responded positively they are using SNSs more for Academic purposes.Kamble & Bankapur, (2022) Surveyed the UG and PG students to know their behaviour towards SNSs and their usage. More than 50% of students are using SNSs for communicating with their lecturers and family/ friends. The study shows WhatsApp, Instagram, Snapchat, and YouTube are trending more among UG and PG students. Students face data security problems; they are worried about the data which is presented in SNSs. The authors suggest to librarians that they can provide services like reference service, new arrivals information and sending library notifications.

K.P. Singh and Malkeet Singh Gill, (2015)Analysed the role and users' perception of SNSs. They collected data from north Indian University students. The youths are more fascinated towards SNSs and are well-knownfor their usage of SNSs in their academic / research works. During the study period, Facebook was more popular and WhatsApp was in the initial stage. Students used SNSs more for entertainment and communication purposes. They are understanding the security problems and fear of addiction. They suggest using the SNSs in libraries for providing services it has many benefits.

3   OBJECTIVES

- To know the awareness and educational use of Social Networking Sites among the students of G.H Arts, Science and Commerce College, Haveri.
- To Understand the Purpose of using Social Networking Sites among the students of G.H Arts, Science and Commerce College, Haveri.
- To Identify the most used Social Networking Sites among the students of G.H Arts, Science and Commerce College, Haveri.
- To examine the problems / Barriers while using Social Networking Sites among the students of G.H Arts, Science and Commerce College, Haveri.

4   METHODOLOGY

The present study is based on the Survey method. The scope of the study is Under Graduation students of Arts, Science and Commerce degree from KLE Society's Gudleppa Hallikeri College Haveri. The online Questionnaire (Google Form) was framed for data collection titled "Educational Use of Social Networking Sites by the students of KLE Society's G.H. Arts, Science and Commerce College Haveri: A Study." It was distributed through the students' contact numbers and WhatsApp groups. 277 responses were received from students and samples are selected based on the random sampling method. The data were analysed with the help of Ms-Excel software.

5   DATA ANALYSIS AND INTERPRETATION

Table 1 Gender and Discipline of the Respondents.

Sl.no	Gender	Number of Responses	Discipline	Number of Responses
1.	Male	105 (37.6%)	Arts	95 (34.1%)
2.	Female	174 (62.4%)	Commerce	113 (40.5%)
3.	Prefer not to say	-Nil-	Science	71 (25.4%)
		279 (100%)		279 (100%)

Table 1 divides responses based on gender and discipline. Here, we can see out of 279 responses 174 (62.4%) are females and 105 (37.6%) are males. Coming to the discipline the commerce students responded in the highest number 113 (40.5%), followed by Arts 95 (34.1%) and Science 71 (25.4%). According to this table, female respondents are and in discipline, Commerce respondents are more.

Table 2 Popularly used Social Networking Sites.

| Sl.no	SNS	Yes		No	
		Frequency	**Percentage**	**Frequency**	**Percentage**
1	WhatsApp	268	96.10%	11	3.94
2	Facebook	47	16.8	232	83.15
3	Instagram	156	55.9	123	44
4	Telegram	98	35.1	181	64.87
5	Twitter	19	6.8	260	93.18
6	Snap Chat	124	44.4	155	55.55
7	Share Chat	52	18.6	227	81.36
8	YouTube	183	65.6	96	34.4
9	Flicker	5	1.8	274	98.2
10	Skype	0	0	279	100
11	LinkedIn	2	0.7	277	99.28
12	Reddit	2	0.7	277	99.28
13	Xing	1	0.4	278	99.64
14	Tumblr	0	0	279	0
15	Yahoo! Buzz	1	0.4	278	99.64
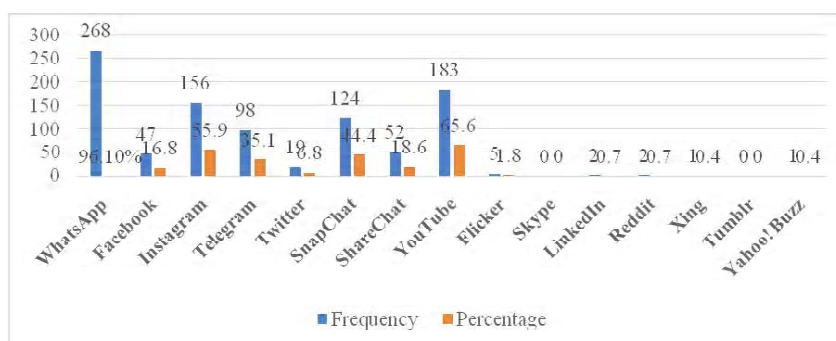
Table 2 and Chart represents the popularity of SNSs, which SNS is used by a greater number of students of KLE Society's G.H. Arts, Science and

Commerce College Haveri. WhatsApp is the most (96.10%) popular SNS among students. Next comes YouTube with 65.6% of users these two SNSs are desperately familiar among students. Followed by Instagram 55.9%, Snap Chat 44.4%, Telegram 35.1%, Share Chat 18.1%, Facebook 16.8%, Twitter 6.8%, and Flicker 1.8%. then remaining SNSs are used by vary fewer students, LinkedIn and Reddit are used by two (0.7) students. Xing and Yahoo! Buzz are used by only one (0.4%) student. Skype and Tumblr are not used by any student, they are unknown sites to them.

Table 3 Time period of Social Networking Sites Usage.

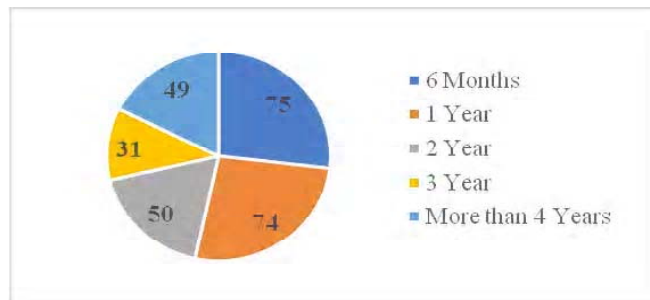| Sl.no	Period	Number of Responses	Percentage
1	6 Months	75	26.90%
2	1 Year	74	26.50%
3	2 Year	50	17.90%
4	3 Year	31	11.10%
5	More than 4 Years	49	17.60%
	Total	279	100.00%

Table 3 and the Chart indicates a period of SNSs usage, from how long they are using SNSs. 75 (26.90%) students are using SNSs for last Six months. 74 (26.50%) students are using from the last year. 50 (17.90%) Students are using SNSs for Two years. 31 (11.10%) Students are using SNSs for Three years and 49 (17.60%) students are familiar with SNSs for more than Four years. From the above table, we can understand that students recently started using SNSs.
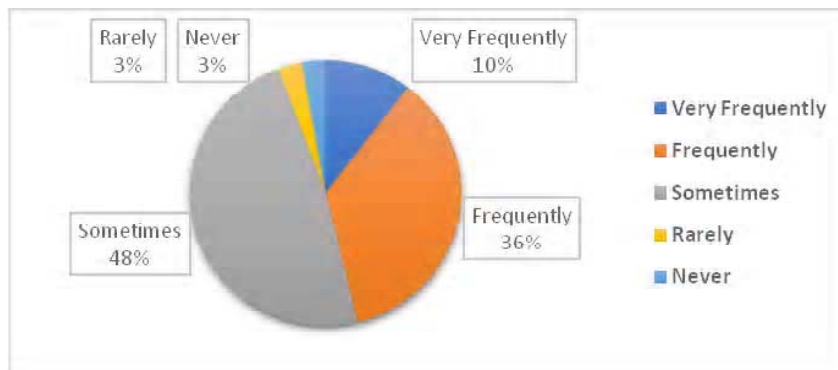
Table 4 Frequency of Social Networking Sites Usage.

Table 4 and the Chart shows the frequency of SNSs usage. Social Networking Sites are sometimes used by 134 (48%) students. 100 (35.8%) students use SNSs frequently. Only 29 students use SNSs very frequently. 8 (2.9%) students use SNSs rarely and the same number of students never used SNSs. The above data shows, students use SNSs only sometimes not all the time.

Table 5 Devices for accessing Social Networking Sites.

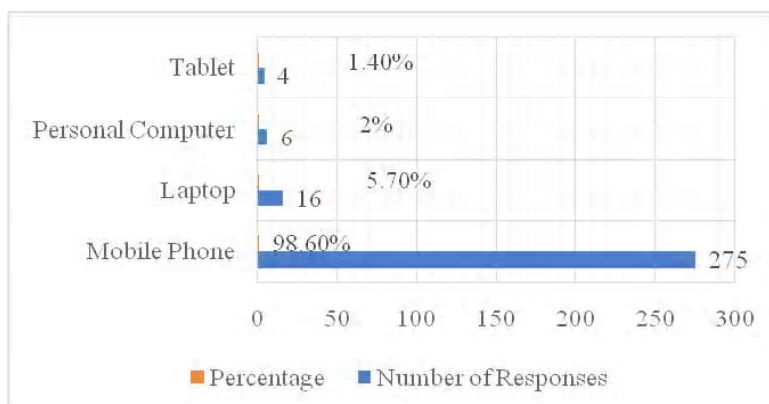| Sl.no	Devices	Number of Responses	Percentage
1	Mobile Phone	275	98.60%
2	Laptop	16	5.70%
3	Personal Computer	6	2%
4	Tablet	4	1.40%

Table 5 and the chart reveals results related to devices which are used by the students for accessing SNSs. 98.60% of students are accessing SNSs through Mobile phones. Followed by Laptops by 5.70%, Personal computersby 2%, and Tablets used for accessing SNSs by 1.40% of students. According to this table, Mobile phones are much more popular among students to access SNSs.

Table 6 Place of accessing Social Networking Sites.

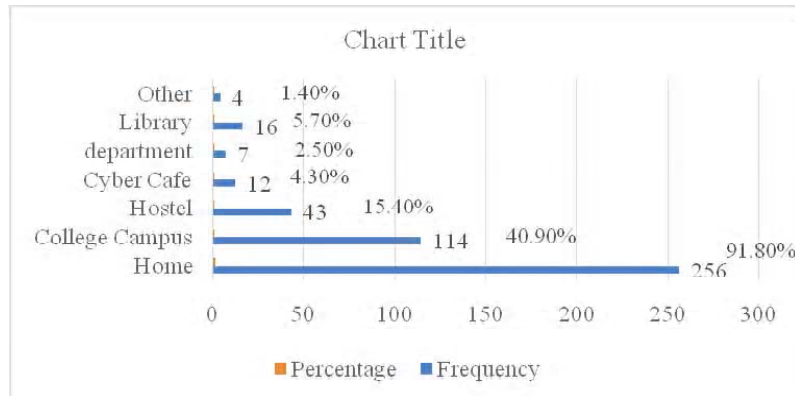| Sl.no	Place	Frequency	Percentage
1	Home	256	91.80%
2	College Campus	114	40.90%
3	Hostel	43	15.40%
4	Cyber Cafe	12	4.30%
5	department	7	2.50%
6	Library	16	5.70%
7	Other	4	1.40%

Table 6 and Chart represents the place, where students spend more time accessing SNSs. 91. 80% of students like to access SNSs from home. Followed by the College campus 40.80%, Hostel 15.40%, Library 5.70%, Cyber Café 4.30%, Department 2.50% and in other places like the market, while travelling and onthe bus stand only 1.40% of students use SNSs. This table reveals home is the favourite place to access SNSs by the students of G.H Arts, Science and Commerce College, Haveri.

Table 7 Daily Time Spend on using Social Networking Sites.

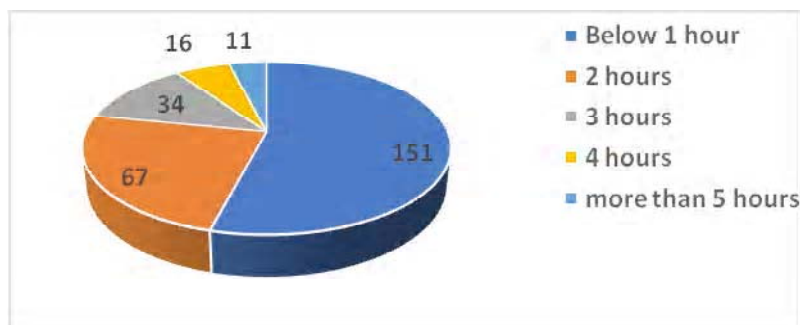| Sl.no	Daily time spent	Number of Responses	Percentage
1	Below 1 hour	151	54.10%
2	2 hours	67	24.00%
3	3 hours	34	12.2%
4	4 hours	16	5.70%
5	more than 5 hours	11	3.90%
	Total	279	100.00%

Table 7 and Chart shows the Daily SNSs usage time by the students of G.H Arts, Science and Commerce College, Haveri. 151 (54%) students like to use SNSs below one hour. 67 (24%) students spend two hours daily accessing SNSs. 34 (12%) students are using SNSs daily for three hours. 16 (6%) students use SNSs daily for four hours and 11 (3.90%) students are using SNSs for more than five hours daily. According to most students are using SNSs daily for less than one hour.

Table 8 purpose of Social Networking Sites Usage.

| Sl.no	Purpose	Number of Responses	Percentage
1	Sharing Dept. Notice	108	38.70%
2	Connecting with Professors/Teachers	85	30.50%
3	Meeting new people	43	15.40%
4	Sharing photos and videos	89	31.90%
5	Interacting with family and friends	111	39.80%
6	Academic Utility	86	30.80%
7	Entertainment	106	38.00%
8	For self-update	100	35.80%
9	Job Searching	97	34.80%
10	Sharing experience	36	12.90%
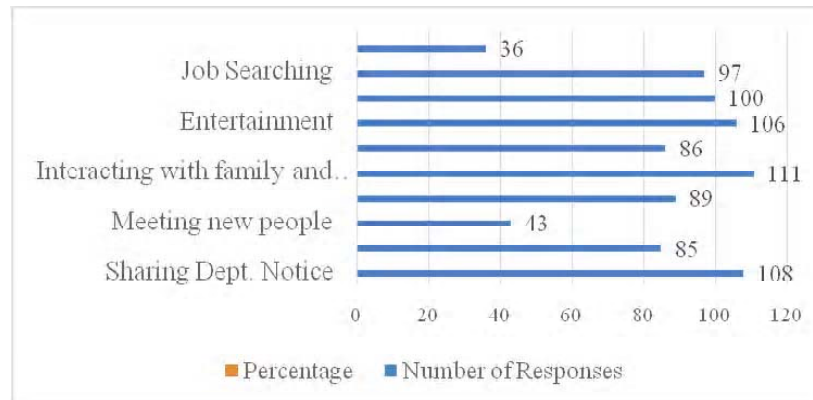
Table 8 and Chart indicates the purpose of using SNSs, and why what reason students are using SNSs. 111 (39.80%) students use SNSs only to

interact with their family and friends. Followed by 108 (38.70%) students for Sharing Dept. notices, 106 (38%) for Entertainment, 100 (35.80%) for self-update, 97 (34.80%) for Job Searching, 89 (31.90%) for sharing photos and videos, 86 (30.80%) for Academics, 85 (30.50%) for connecting with professors/teachers, 43 (15.40%) for meeting new people and only 36 (12.90%) students use SNSs for sharing experience. This table shows that more students use SNSs for communication purposes rather than entertainment.

Table 9 Problems while accessing Social Networking Sites.

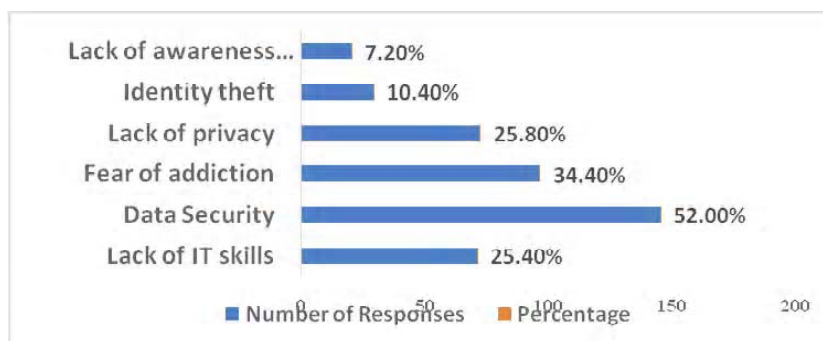| Sl.no	Problems	Number of Responses	Percentage
1	Lack of IT skills	71	25.40%
2	Data Security	145	52.00%
3	Fear of addiction	96	34.40%
4	Lack of privacy	72	25.80%
5	Identity theft	29	10.40%
6	Lack of awareness about SNSs	20	7.20%

Table 9 and Chart shows problems or barriers which are faced by the students of G.H Arts, Science and Commerce College, Haveri. Data security is a common problem it is faced by 145 (52%) students. After that 96 (34.40%) students face the fear of addiction problem. 72 (25.80%) students face privacy problems. 71 (25.40%) students are not good with IT skills. 29 (10.40%) students have faced identity theft problems and 20 (7.20%) students are not aware of how to use SNSs. According to this table, we can say students are much aware of SNSs and they are using them for educational activity as well as for communication.

Table 10 Use of the Social Networking Sites for Educational activity.

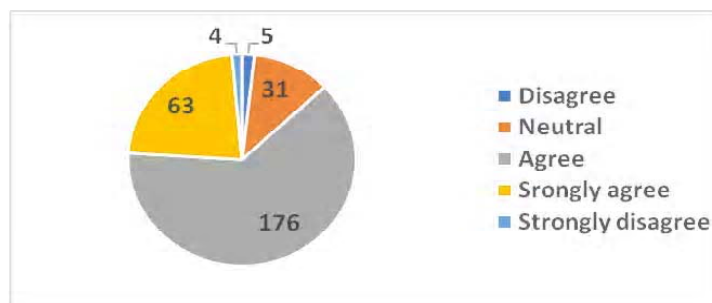| Sl.no	Variable	Frequency	Percentage
1	Disagree	5	1.80%
2	Neutral	31	11.10%
3	Agree	176	63.10%
4	Strongly agree	63	22.60%
5	Strongly disagree	4	1.40%
	Total	279	100.00%

Table 10 and the Chart shows the student's opinion onthe usage of SNSs in Educational activity. Here we can see that out of 279 respondents, 176 (63.10%) agree that Social Networking Sites can be used for the educational activity. 63 (22.60%) respondents strongly agree. 31 (11.10%) respondents are neutral. 5 (1.80%) students disagree and 4 (1.40%) students strongly disagree. According to the table, SNSs are helpful for educational utility.

FINDINGS

- The above study shows students of G.H Arts, Science and Commerce College, Haveri are aware of Social Networking Sites. And they are using SNSs daily.
- WhatsApp is the highly used SNSs and Skype and Tumblr are unknown Social Networking Sites to the students.
- Most respondents are using SNSs forthe last six months and only for less than an hour daily.
- Mobile phones are the common device to access SNSs.
- The students prefer to access SNSs from home and 5% of students are accessing from Library.

- The main purpose of using SNSs among college students is for interacting with family and friends. 30% of students access SNSs for educational activities.
- While accessing SNSs most of the students suffer from data security problems.

CONCLUSION

After the industrial revolution, there is rapid growth in all the fields of human activity, Information and communication technology brought smart inventions which made human physical work easy. The world wide web is the platform where we can develop thousands of Social Networking Sites. At the beginning stage of SNSs,many people are not aware of them. Today everyone from school children to senior citizens is familiar with SNSs, they are depended on SNSs for daily activities. The present study is conducted to know the educational usage of SNSs by the students of G.H Arts, Science and Commerce College, Haveri. The data collected from students reveals that almost all students are using SNSs for different purposes like sharing information, Communication, Entertainment, job searching,sharing videos and photos and educational utility. As we all know the trending SNSs is WhatsApp, in the present study also the data reveals WhatsApp is the most used SNSs. According to this study, we can understand that SNSs are playing a significant role in day-to-day activities of human life. After COVID-19 the dependency level on SNSs is becoming very high. Every invention has some good and bad things in the same way SNSs are helpful and dangerous for children's mental health. SNSs cause serious problems like addiction, mental illness, behavioural changes, nervousness etc.

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