USE OF SOCIAL NETWORKING SITES BY RESEARCH SCHOLARS OF SHIVAJI UNIVERSITY, KOLHAPUR

Namita Khot[1]; Nagu Bansode[2]

Director, Knowledge Resource Center, Shivaji University, Kolhapur [1];

Trainee Library Assistant, Shivaji University, Kolhapur [2]

nbk.ul@unishivaji.ac.in [1]; *nagubansode@gmail.com* [2]

ABSTRACT

The researcher has made an attempt to trace out the awareness, purpose of using various social networking sites by the research scholars of Shivaji University, Kolhapur. Data were collected from 95 respondents through random sampling method using structured questionnaire. The study focused on to know how the research scholars make the use of social networking sites in Shivaji University, Kolhapur. Results indicate that when most research scholars use social networking sites and spend many hours checking social networking sites, there was a positive aspect to research scholar use of social networking sites. Finding indicate that Facebook is the most popular SNSs. Lack of security data and Firewall/ site blocking are the most undesirable obstacles that scholars face in Shivaji University, Kolhapur.

Keywords: ICT, Social Media, Social Networking sites, Facebook

1. INTRODUCTION

Man is social animal and wants to keep in touch with other persons in every sphere of life, to communicate thoughts, share ideas etc. That is simply to communicate information among them. In the present age of information and communication technology, the internet, the network of networks and social Medias are playing crucial role in sharing the significant information quickly without any type of time lag.

Websites focus on building online communities having shared interests. Social networks have common themes of information sharing, Person- to- person interaction and creation of shared & collaborative content. Online social networks facilitate connection among people based on shared interests, values, membership in particular groups (i.e., friends, professional colleagues), etc. They make it easier for people to find and communicate with individuals who are connected online to the networks using the Web as the interface. Social networking is a way for one person to connect with other people on the Net. Some people use social networking sites for meeting and searching new friends on the Net.

Social Networking services are web 2.0 Internet-based applications. Social Networking Sites can be simply defined as, "To interact and communicate with the people across the globe with the help of the online tools i.e. the applications available over internet is called social networking and the websites designed specifically for this purpose are known as social networking websites." Use of social Networking Sites in Libraries is the need of the today's age. Social Networking Sites are useful to keep relationships between libraries, users and their needs. Use of Social Networking and Internet, World is coming near and near.

Social networking sites are the very popular communication tools which are offering libraries the opportunity to create a platform for its users.

2. Importance of the study

The present study is very important to make focus on the research scholars of the Shivaji University. The study is going to tell that, how much the research scholars are making use of social networking site in their research work.

3. Objectives of study

The study has the following specific objectives:

1) To test the scholastic value of Social Networking Sites (SNSs).

2) To know the awareness of Social Networking Sites (SNSs) by Research scholars of Shivaji university, Kolhapur.

3) To find out the highly used Social Networking Sites by the research community.

4) To know the frequency of use Social Networking Sites.

5) To determine the purposes of accessing Social Networking Sites by the research scholars.

6) To elicit information regarding the major obstacles faced by research scholars while accessing Social Networking Sites.

4. Hypothesis of the present study

H_0:-The research scholars use social networking sites for academic as well as other purposes equally.

H_1:-There is significant difference in the purpose of using social networking sites by the research scholars.

5 .Scope and limitation

The present study is confined to the research scholars from science discipline in the Shivaji University, Kolhapur and their purpose of searching of social networking sites. The study is restricted to only the Ph.D. research scholars working in the science discipline of the Shivaji University, Kolhapur.

Table 1: Sample of data

Sr. No.	Name of the department	Total No. of research scholars (population)	Sample for study	Percentage of sample to population
1	A.G.P.M	11	10	90.90%
2	Biochemistry	15	10	66.66%
3	Biotechnology	06	06	100%
4	Botany	30	10	33.33%
5	Chemistry	38	10	26.31%
6	Environmental sci.	07	07	100%
7	Food science	08	08	100%
8	Mathematics	03	03	100%
9	Microbiology	07	07	100%
10	Physics	51	10	19.60%
11	Statistics	09	09	100%
12	Zoology	19	10	52.63%
	Total	204	100	49.02%

There are total 204 research scholars (i.e. population) their research study in 12 pure science department of the Shivaji University Kolhapur. The researcher has taken 100 research scholars as a sample to carry out the present study

The researcher has taken 10 research scholars from each department as a sample irrespective of their population. But in the 5 department Viz. Biotechnology, Environmental science , Food science, Mathematics, Microbiology, Statistics, There are only 6, 7, 8, 3, 7 and 9 research scholars respectively. In such cases, the researcher has selected all the research scholars for the present study.

6. Research methodology

The outline delineating the entire research process to be adopted for attacking the problem is known as research design, on the other the research methods adopted to carry out the study and data collection tools and techniques employed becomes the part of research methodology.

The researcher has used the 'Descriptive Method' accompanied by the

'Historical Method' to pursue the present studies undertaken.

In order to carry out the survey, the researcher has used the questionnaire as a data collection tool.

7. DATA ANALYSIS AND INTERPRITATION

Introduction

The researcher has distributed 100 questionnaires to the research scholars pursuing their research study in 12 departments of pure science faculty of the Shivaji University Kolhapur. Out of these 100 research scholars, 95 (i.e. 95%) research scholars have responded positively to the questionnaires and 5 (i.e. 5%) respondents have not responded the questionnaires. Thus, the data provided by the 95 research scholars is taken to carry out the present study.

Data Analysis and Interpretation

Gender wise distribution

Table 2: Gender wise distribution

Gender	No. of Respondents	Percentage (%)
Male	52	54.74
Female	43	45.26
Total	95	100

The above Table shows that, the response of the research scholars to the questionnaires. There are 52 male (i.e.54.74%) and 43 female (i.e.45.26%) respondents .Thus total 95 respondents responded the questionnaire.

Age wise distribution

Table 3: Age wise distribution

| Age	No. of Respondents	Percentage (%)
Below 24		
24 to 26	25	26.31
27 to 29	47	49.48
30 or Above 30	23	24.21
Total	95	100

The above Table shows that, the age wise distribution of the respondents. No even single respondent is bellow 24 age group, whereas 25(i.e. 26.31%), 47(i.e. 49.48) & 23(i.e. 24.21%) respondents are of the age group ranging from 24 to 26, 27 to 29 & 30 or above 30 years respectively.

The above all 95 respondents (i.e. 100%) use social networking sites.

Subscription of social networking sites

Graph 1: Creation of personal profiles on Social networking sites
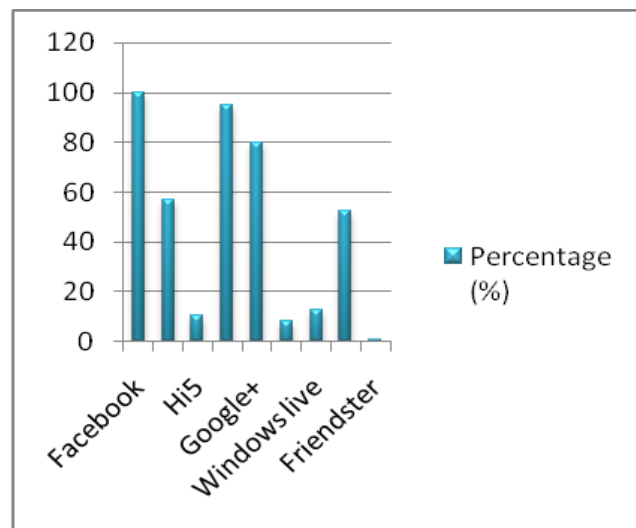
The above graph indicates the profile created on social networking sites, where all the 95 respondents (i.e. 100%) created profile on Facebook therefore Facebook is the most popular and famous social networking site among Universities research scholars and on the other hand 54 respondents (i.e.56.84%) created a profile on YouTube. Whereas 10.52% of respondents created a profile on Hi5 and 94.73% of respondents created a profile on Whats App. However 80% of respondents created a profile on Google+ and 8.42% of respondents created a profile on Flicker. 12.63% of respondents created a profile on windows live and 52.63% of respondents created a profile on Twitter and lastly 1.05% of respondents created a profile on Friendster.

**Information included in the social network profile**

Graph 2: Information included in the social network profile
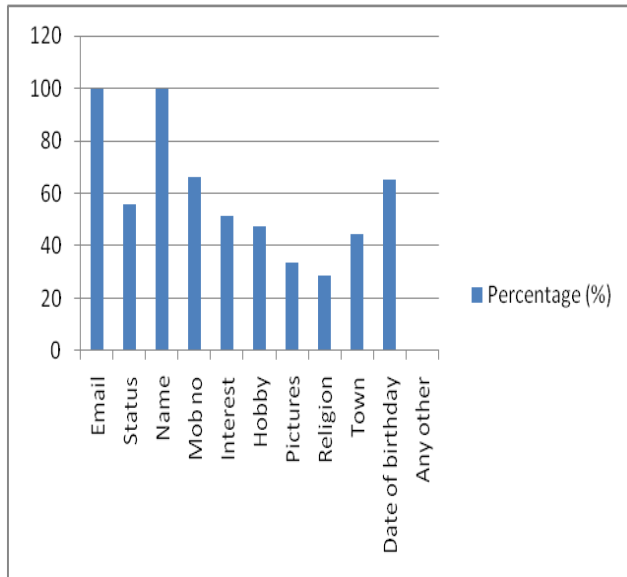
The graph shows the information included in the social networking profile. All the 95respondents (i.e. 100%) have given by using E-Mail and 55.78% of respondents have given information of status in social networking profile. All the 95 respondents (i.e.100%) have given the information by using Name. 66.31% of respondents gives the information mobile no. on social networking profile. Interest is given by 51.57% of respondents on social Networking Profile .The information of Hobby is given by 47.36 respondents and 33.68% of respondent upload photo on social networking profile.33.68% of respondents gives the information of religion on profile and on the other hand 44.21% gives the information of Town on social networking profile and lastly 65.26% of respondents gives information birthday on social networking profile.

Modes of accessing social networking sites
**Graph 3: Access to social network account**
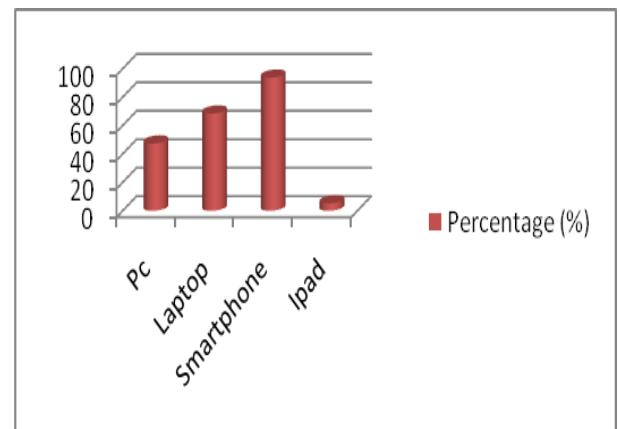
From the above Graph shows that 47.36% of respondents accessed the social networking sites account on PC/Desktop computer and other 68.42% of respondent's access social network profile on Laptop. Majority of the respondents (i.e. 93.68%) accessed the social networking sites using their Smartphone/ Mobile.

During the personal Interview, it was found that respondents used mobile phones to access the SNSs by connecting the University internet service via Wi-Fi technology or using mobile data service.

Duration of using social networking site

Graph 4: Usage of social networking sites
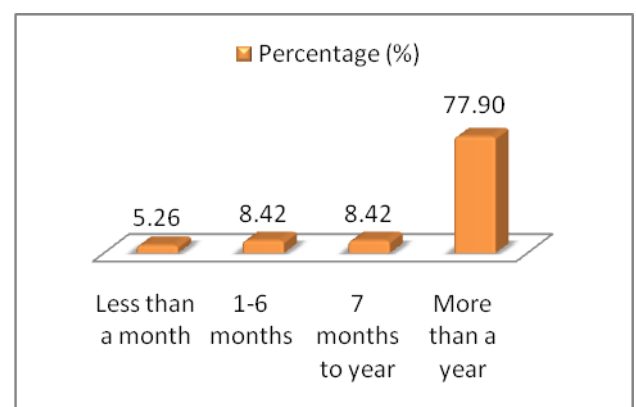
The above graph indicates that 5.26% of respondent's use social networking sites less than a month and on the other hand 8.42% of respondents use social networking sites for 1-6 months and also 7 months to year and more than ¾ (i.e. 77.90%) of the research scholar use social networking site more than a year.

Average time spend daily on networking sites

Table 4: Average time spend daily on networking sites

Time spend	No. of Respondents	Percentage (%)
Less than 1 Hour	54	56.84
1 to 12 Hours per day	41	43.16
Total	95	100

It is seen from the analysis given in **Table** that more than (i.e. 56.84%) respondent up to less one hour on using social networking sites and remaining 43.16% of respondents spend 1-12 hours on social networking sites.

Frequency of visit to the social networking sites

Graph 4: Frequency of visit to the social networking sites
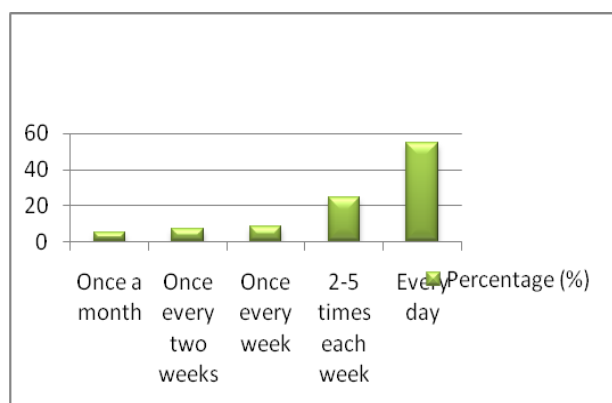
The above graph indicates that the 5.26% of respondents visit social networking sites once in a month and on the other hand 7.37% of respondents visit once in every two week social networking sites. However 8.42% of respondents use social networking sites once every week and 24.21% of respondents visit social networking sites 2-5 times each week. Majority of the respondents (i.e.54.73%) visit/ used social networking sites daily/ everyday.

Contacts on the social networking site

Table 5: Contacts on the social networking site

Contacts / Friends	No. of Respondents	Percentage (%)
Fewer than 10	04	4.21
10-75	11	11.58
76-150	15	15.79
More than 150	65	68.42
Total	95	100

The above Table indicates that 65 (i.e. 68.42%) respondents made more than 150 contacts or friends, while only 4 respondents hove made only fewer than 10 contacts or friends.

Accepts stranger friend request on social media

Table 6: Accepts stranger friend request on social media

Strangers friends request	No. of Respondents	Percentage (%)
Yes	25	26.32
No	33	34.74
Some time	37	38.94
Total	95	100

From the above Table shows that 26.31% of respondent accept stranger friend request on social media and 34.73 % of respondent does not affect the stranger friend Request and remaining 38.94% of respondent sometimes accept stranger friend request.

Analysis of purpose of using social networking sites

Table 7: Usage of online social networks

Purpose	No. of Respondents	Percentage (%)
To find information	74	77.89
To make friend	37	38.94
To solve puzzle	24	25.26
To share audio/video	33	34.73
To keep in touch with family & friends	18	18.94
To share experience	39	41.05
Academic purpose	76	80
Mention any other reasons	-	-

The core purpose of the study was to explore the purpose of using social networking sites by the research scholars.

From the above Table shows that majority of the respondents (i.e. 80%) were of the opinion that the social networking sites are used for academic purpose follows 77.89% of respondents use online social network for finding the information and on the other hand 38.94% of respondents use social network to make friends. However 25.26% of respondents use social networking for solving puzzles and 34.73% of respondent use social networking to share audio and video. 18.94% of respondents use social networking to keep in touch with family and friends and 41.05% of respondents use social networking for sharing experience.

Use social media to communicate with teacher

Table 8: Use social media to communicate with teacher

Responses	No. of Respondents	Percentage (%)
Yes	86	90.52
No	9	9.48
Total	95	100

The above Table shows that 90.52% of respondents use social media to communicate with teacher and 9.48% of respondents do not use social media to communicate with teacher.

Parents' awareness of social networking activities

Table 9: Parents' awareness of social networking activities

Parent awareness	No. of Respondents	Percentage (%)
Yes	84	88.42
No	11	11.58
Total	95	100

From the above Table shows that 88.42% of respondent's parent aware of social networking activities and 11.58% of respondent's parents are not aware of social networking activities.

**Effect of social networking sites on studies**

Graph 5: Effect of social networking sites on studies
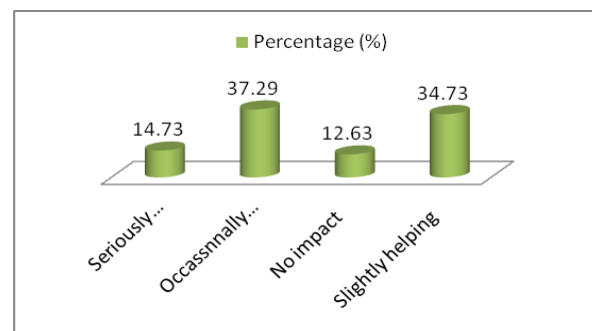
The above graph shows that 14.74% of respondents seriously affecting the studies and 37.89% of respondents occasionally affecting on the studies and 12.63% of respondents does not affect the studies and 34.74% of respondents slightly helping the respondent.

Social media platforms mostly used

Graph 6: Social media platforms mostly used
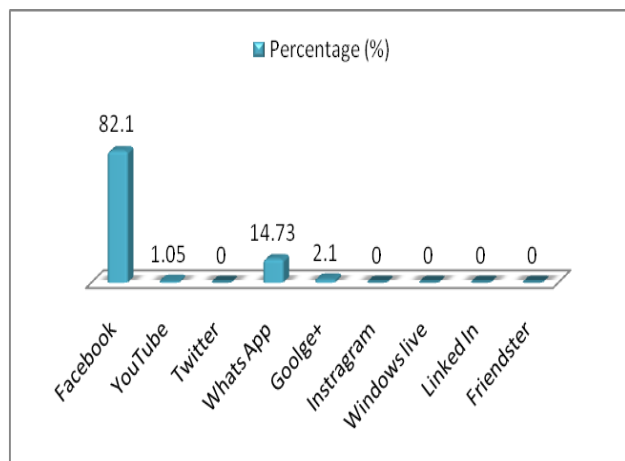
The above graph indicates that 82.11% of respondents use mostly Facebook and 1.05% of respondents use YouTube. 14.74% of respondent use Whats App and 2.10% of respondents use Google+.

Importance of Social networking sites

Table 10: Importance of Social networking sites

Type of Answer	No. of Respondents	Percentage (%)
Yes	94	98.94
No	1	1.06
Total	95	100

The above table shows that 98.94% of respondents felt that social networking sites are important and remaining 1.06% of respondents opined that social networking sites are not important for studies.

Social networking technologies used for research purpose

Table 11: Social networking technologies used for research purpose

Type of Answer	No. of Respondents	Percentage (%)
Yes	94	98.94
No	1	1.06
Total	95	100

The above Table shows that 98.94% of respondents use social networking technologies for research purpose and 1.06% of respondents do not use social networking technologies for research purpose.

Privacy policies effective in social networking sites

Table 12: Privacy policies effective in social networking sites

Type of Answer	No. of Respondents	Percentage (%)
Yes	88	92.64
No	7	7.36
Total	95	100

The above table shows that 92.64% of respondents says 'yes' to privacy policies effective in social networking sites and 7.36% of respondents says 'No' to privacy policies effective social in social networking Sites .

Online social networking affects your social life

Graph 7: Online social networking affects your social life
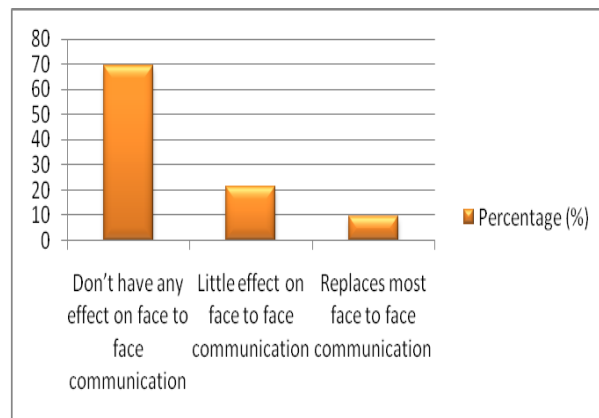
The above graph indicates that online social networking affects life or not where 69.48% of respondent don't have any effect on face to face Communication and on the other hand 21.05% of respondents have little effect on face to face communication and 9.47 % of respondents replaces most face to face communication.

Problems faced in accessing social networking sites

Graph 8: Problems face in accessing social networking sites
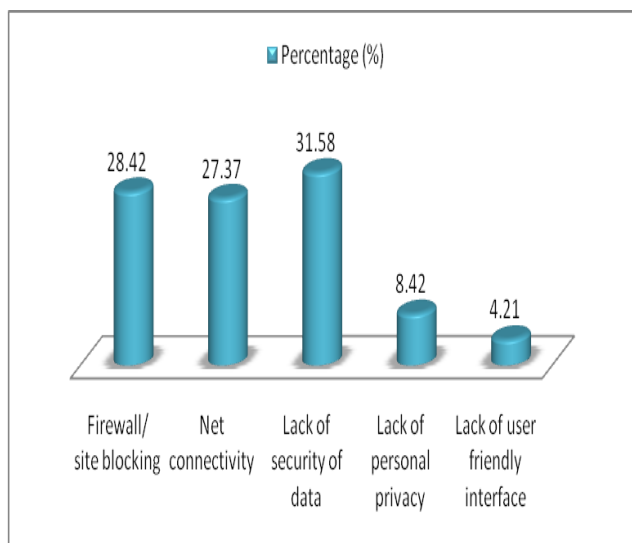
The respondent s were asked to provide the problem they faced in accessing SNSs. Majority of the scholars expressed that the lack of security of data (i.e. 31.58%) followed by firewall/ site blocking (i.e. 28.42%). Net connectivity is the 3rd significant problem to address (i.e. 27.37%) followed by lack of privacy (i.e. 8.42%) and remaining 4.21% of respondents have the problem of user friendly interface.

Satisfied social networking sites

Table 13: Satisfied social networking sites

Satisfaction level	No. of Respondents	Percentage (%)
Yes	95	100
No	-	-
Total	95	100

All 95 respondents (i.e. 100%) are satisfied with social Networking Sites.

8. Findings

The present study covers the "**Use of Social Networking Sites by Research Scholars of Shivaji University, Kolhapur"** The researcher has analyzed the research data with the help of tables, graphs, diagrams, percentage and the following results were drawn.

- All 100% of respondent's use social networking Sites. Social Networking Site is widely used by the Students community in the country.

- Majority of the research scholars are subscribing to more than two Social Networking Sites.

- All the respondents (i.e. 100%) have given information of E-Mail and 55.78% of respondents have given the information regarding status in social networking profile. Name is given by all the respondents (i.e. 100%), while giving the information on social networking profile.66.31% of respondents gives the information mobile no. on social networking profile. Interest is given by 51.57% of respondents on social Networking Profile .The information of Hobby is given by 47.36 respondents and 33.68% of respondents upload photo on social networking profile.33.68% of respondents gives the information of religion on profile and on the other hand 44.21 gives the information of Town on social networking profile and lastly 65.26% of respondents gives information birthday on social networking profile.

- Majority of the researchers spend time daily on Social Networking Sites and Smart Phone is the most used tool to access followed by Laptop and PC/Desktop.

- 5.26% of respondents use social networking Sites less than a month and on the other hand 8.42% of respondents use social networking sites for 1-6 months and also 7 months to year and 77.90% of respondents use social networking sites more than a year.

- 26.31% of respondents accept stranger friend request on social media and 34.73% of respondents does not affect the stranger friend Request and remaining 38.94% of respondents sometimes accept stranger friend request.

- 77.89% of respondents use online social network for finding the information and on the other hand 38.94% of respondents use social network to make friends. However 25.26% of respondents use social networking for solving puzzles and 34.73% of respondents use social networking to

share audio and video. 18.94% of respondents use social networking to keep in touch with family and friends and 41.05% of respondents use social networking for sharing experience and 80% of respondents use social networking for Academic purpose.

- 90.52% of respondents use social media to communicate with teacher and 9.48% of respondents do not use social media to communicate with teacher.

- 88.42% of respondent's parent aware of social networking activities and 11.58% of respondent's parents are not aware of social networking activities.

- 69.48% of respondents don't have any effect on face to face Communication and on the other hand 21.05% of respondents have little effect on face to face communication and 9.47 % of respondents replace most face to face communication.

- 14.74% of respondents seriously affecting the studies and 37.89% of respondents occasionally affecting on the studies and 12.63% of respondents does not affect the studies and 34.74% of respondents slightly helping the respondents.

- That 98.94% of respondents declare that social networking sites are important and remaining 1.06% of respondents declared that social networking sites.

- Majority of the research scholars mostly use Facebook followed by WhatsApp and Google+.

- 98.94% of respondents use social networking technologies for research purpose and 1.06% of respondents do not use social networking technologies for research purpose.

- Lack of security data and Firewall/ Site Blocking are the major obstacles that scholars face in the campus.

9. Suggestions

The research scholars who are not using YouTube, Hi5, WhatsApp, Google+, Flickr,WindowsLive, Twitter and Friendster should attempt to use these social networking sites.

- All the respondents who have not given information regarding status, mobile no., interest, hobby, pictures, religion, town & date of birth should give information regarding these things in their social networking sites profiles.

- The research scholars should make provision of PC, laptop, ipad or smart phone for accessing social network account necessary for quick information retrieval.

- The research scholars using the social networking sites in frequently should visit of these sites to access the necessary information daily, for academic purpose.

- All the research scholars should attempt to maximize contacts or friends on the social networking sites, so that they can easily communicate each other regarding their problems, solution, finding etc.

- The research scholars, who have accepted stranger's friend request, should not accept such request without proper information about the strangers to avoid future problems such virus, account blocking, junk post etc.

- Along with using the social networking sites for other purposes the research scholars should put more emphasis on using the social networking sites for finding information for academic purpose which will assists the them to accomplish their assignments, projects, research work successfully.

- The research scholars (i.e. 9.47%) who are not using social networking sites to communicate with other teachers who can assist them to seek guidance of their teachers quickly as and when required should use social networking sites.

- The research scholars who have been using only Facebook should make use of other social networking sites such as Google+, Twitter, YouTube, Instagram etc. depending upon the nature of information they want to upload or access as per their requirement.

- The research scholars should make use of social network technology for research purpose for accessing the latest information & communicating with other researchers.

- The parent organization should attempt to eliminate the problems faced by the research scholars such as site blocking, net connectivity, lack of security data, personal privacy etc.

10.Conclusion

In present electronic environment social networking sites are playing vital role in dissemination of information. They have common themes of information sharing, Person- to- person interaction and creation of shared &

collaborative content. These sites are generally used for meeting and searching new friends on the net as well as it is a way of connecting people to people. Such networking sites Facebook, LinkedIn, Instagram, Twitter, WhatsApp, YouTube, MySpace, Flickr etc. A social networking service is an online service is an online service, platform or site that focuses on facilitation the building of social networks or social relations among people.

The research scholars can use these social networking sites for uploading and retrieving the necessary information helpful to carryout there research work. They can discuss with their co-research workers, subject specialist, scientist etc. and communicate their thoughts, ideas etc. as and when required. These sites are part and parcel of communication system which enables the research to acquire the latest developments in their field of interest.

The present study undertaken by the researcher reveals that majority of the researcher put more emphasis on the use of Facebook and WhatsApp but other social networking sites like LinkedIn, Instagram, Twitter, YouTube, MySpace, Flickr etc. are used somewhat smaller extent by the researcher. All the social networking sites should be used unbiased by the research scholars as per their requirement and type of information needed for the purpose of hand. If these social networking sites are used wisely, no doubt, it will help the research scholars to complete their research work successfully with drawing, correct and precise inferences.

11. References

[1]. **Ackermann, E. (1996).** *Learning to Use the World Wide Web* . New Delhi: BPB Publishing.

[2]. **Agarwal,S. (2008).** *An Exploratory study of Indian University of student's use of networking website: Implication for the workplace,* Business communication quarterly.

[3]. **Bharihoke, Deepak. (2009).** *Fundamentals of Information Technology.* New Delhi: Excel Books .

[4]. **Boyd, D.M. and Ellison,N.B. (2007).** Social Network Sites . *Journal of Computer- Mediated communication and Technology* .

[5]. **Butler, J. (2000).** *Scholarly Resources on the internet, Research: Electronic networking application.*

[6]. **Comer, E.D. (1999).** *The Internet Book.* New Delhi: Prentice- Hall of India, Pvt. Ltd.

[7]. **Ellison,N.B.. (2007).** Social Networking Sites: Definitions, History and Scholarship. *Journal of Computer Mediated Communication* .

[8]. **Galhotra, M. K. (2008).** *Information Technology in Library and Information Services.* New Delhi: Ess Ess Publication .

[9]. **ITL Education Solution Ltd. (2006).** *Introduction to Information Technology.* New Delhi: Pearson Education .

[10]. **Kothari, C. R. (2004).** *Research Methodology.* New Delhi: New Age International Publisher .

[11]. **Kumar, P.S.G. (2004).** *Information Technolgy: Applications.* New Delhi: B. R. Publishing Corporation.

[12]. **Madan, D. S. (2007).** *Information Technology.* New Delhi: Taxmann Allied Services (P.) Ltd.

[13]. **Madhusudhan,M. (2007).** *Internet Use by Research Scholars in University of Delhi.* New Delhi: Library Hitech News Publication.

[14]. **Pradhan, Bijayananda (2015).** *Paradigm Shift in Library Science* . New Delhi: SSDN Publishers and Distribututors.

[15]. **Prasher,R.G. (2003).** *Indian Libraries in IT Enviornment* . Ludhiana: Medallion Press .

[16]. **Satyanarayana, B. (1997).** *Internet: Its Genesis, Growth and Benefits* . New Delhi: Academic Libraries in India .

[17]. **Singh, Yogedra (1997).** *Accessing Information Through Internet* . New Delhi: IT Application in Academic Libraries in India .