

THE USAGE OF SOCIAL NETWORKING SITE (SNS) AMONG COLLEGE STUDENTS IN NAMAKKAL DISTRICT, TAMILNADU

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Abstract

The study mainly focuses to understand the usage of Social Networking Sites (SNS) among the college students in Namakkal district of Tamil Nadu. The study was conducted among 105 students in various colleges throughout Namakkal District in Tamil Nadu. For the survey of sample size of 105 respondents between age group of 18 to 24 years who were college students were randomly selected. The study concluded that the majority of the students are member in different online Social Networking Sites (SNS), majorities of them are mostly using WhatsApp more than 3 hours in a day for the sharing their photos, music, videos, make new friends and stay in touch with friends.

Key words: Social Networking Sites, College Students, Namakkal district

1. Introduction

Over the past two decades the world, as a whole and India, in particular, have witnessed significant changes in information technology (IT). The development of information technology has led to the emergence of social networking sites (SNS). SNS is currently regularly used by millions of people. The use of SNS was so widespread that it attracted the attention of scientists around the world. SNS is currently being researched by numerous social science researchers. More and more sociologists are interested in studying SNS because of its impact on society. In addition, the use of social networking sites (SNS) among the population of India is obviously growing, especially among students of Indian colleges. This has always had a great impact on society in general and students in particular.

The term “social networking sites” has been defined by various authors in several different ways. This leaves the reader with a sense of “uncertainty” in its true meaning. Social

networking sites can be broadly defined as online social spaces designed to facilitate communication, collaboration and content sharing in contact networks. Social networking sites allow users to manage, create and submit their social networks on the Internet. Social networking sites are usually made up of other people; they may also include profiles of events, companies, even political parties. People use social networking sites for countless activities. Among the most common applications: connecting to existing networks, creating and developing friendships / contacts, creating a network presence for your users, viewing content / searching for information, creating and configuring profiles, and so on. Social networking sites quickly gained popularity. Throughout the world, active membership in SNS reached in 2020 to 2.23 billions in Facebook, 1.9 billions in YouTube, 1.5 billions in WhatsApp, 1 billion in Instagrams and 500 millions in TikTok. A social network is a collection of people connected by a multitude of relationships. Social networking sites “virtually” connect people who may or may not “know” each other. They provide a quick exchange of knowledge, a high level of dialogue and joint communication through text, audio and video. Boyd and Allison¹ define social networking sites as: “web services that allow people i. Build a public semi-public profile in a limited system, ii. make a list of other users with whom they have a connection, and iii. view and view their list of connections and connections made by other users in the system. The nature and nomenclature of these compounds may vary from site to site”. In general, college students are more interested in using advanced technology in any field than in any other age group. This is also true for communications. In the SNS user category, most are youth. In India, this fact is confirmed by various studies, and therefore today the use of SNS has become a large part of the life of students in India. However, the range of studies conducted to use SNS among college students is medium in India. Therefore, the study is aimed at conducting preliminary studies on the model of SNS use by Indian students.

2. Review of literature

Purinat Yamakanith et al. (2014) conducted a study to examine the impact of SNS on the interpersonal relationships of college students, as well as build a profile that can reflect the model of SNS use by college students. Six hundred students were selected from the cities of Chennai and Coimbatore to obtain primary data; For this purpose, survey methods were used. The study showed that due to the availability of SNS, the connection between college students

and their family members, between college students and their friends has increased. This training college studied the features of using SNS by students, their purpose of using SNS, the amount of time they spend, their preferred SNS, the degree of their trust in online friends, and many other interesting aspects related to the preservation of scientific research. as a base. This provides a perspective for studying the technological consequences for society in the field of sociology.

Nor Zairah et al. (2015) tried to understand how students use such applications, how they interact on these sites, and how they influence the use of Facebook in formal learning and as a means of communicating in courses. The results of this study showed that most respondents use Facebook from about 30 minutes to 2 hours a day. They also use Facebook not only to exchange entertainment materials, but also to communicate with their classmates on topics related to the course. Like the results of another study, students chatted on Facebook using the “one to many” style, but in a more passive mode, as in most cases, they are not the creators of the content, but only as a viewer. This study can be expanded to examine the deeper habits of using SNS by graduate students.

Tolga Gok (2016) attempted to study the positive and negative effects of social networking sites on the learning and habits of female and male students. The study was conducted on 220 students in a vocational school. Data was collected using a questionnaire designed to collect student opinions on digital technology and social networks. The results showed that digital technologies and social networking sites negatively affect learning and student habits. Some suggestions related to the results were presented in the study.

Heba Mohammad et al. (2017) conducted a study to determine which social networking website students use and to find out how students use social networking websites in the learning process. The results show that students use social networking sites, spending a lot of time on them; most of them claim to use social networking sites every 30 minutes. Some of them agreed on the advantages and disadvantages of using social networks. This indicates students' awareness of the bad and good side of using these SNS. However, most of them agree that using SNS is considered a waste of time. This is due to the lack of time management skills that can be improved and improved through workshops on best practices in time management. Teachers are required to manage and regulate the use of SNS in the educational process.

Liqiong Liu et al. (2018) conducted a study to examine the factors that influence Chinese students on the adoption and use of social networking sites (SNS) and recommendations that can

help these students use SNS correctly. Correlation and multiple regression analysis showed that perceived value, pleasure, and influence positively influence people's intentions to use SNS. The study concluded that SNS should constantly improve the quality of its services, increase the content of its services, constantly optimize the structural structure and navigation design, simplify the work of users and increase the perceived value of its potential users. In addition, SNS should pay attention to the experience of its users, expand its entertainment application and fun content, increase the perceived pleasure of users from using it, increase the advertising power of its website, and increase the promotion coefficient for old users who invite new users to the full use their social influence of the collective norm and increase the perceived influence of users on its use.

3. Objectives

The study mainly focuses to understand the usage of Social Networking Sites (SNS) among the college students in Namakkal district of Tamil Nadu.

4. Methodology

The study was conducted among 105 students in various colleges throughout Namakkal District in Tamil Nadu. For the survey of sample size of 105 respondents between age group of 18 to 24 years who were college students were randomly selected. The age group of 18-24 years was chosen because they are active users of SNS, and they were the first to introduce advanced application technologies. Surveys were conducted through personal distribution of questionnaires, and some data was collected during the interview. This study also includes both direct and observation method, where direct observation was conducted with students, their peers and friends, which helped to clarify some facts related to the study.

5. Results

The results of the study is analysed about the educational status, membership status, use of Social Networking Sites (SNS), time spend for SNS and reasons for using SNS of the college students in Namakkal district of Tamil Nadu and presented in the following tables- 1 to 5.

The gender wise classification of their educational status is worked out and presented in table-1.

Table-1: gender wise educational status of the college students

Educational status	Gender		Total
	Male	Female	
UG students	30	14	44
	38.96%	50.00%	41.90%
PG students	33	10	43
	42.86%	35.71%	40.95%
Research Scholars	14	4	18
	18.18%	14.29%	17.14%
Total	77	28	105
	100.00%	100.00%	100.00%

Source: Calculated data

From the table-1 it is indicated that out of 105 sample college students selected for the study, 77 of the students are male and 28 of them are female. Of them, 41.90 percent of the students are studying under graduate courses, 40.95 percent of the students are studying post graduate courses and 17.14 percent of them are research scholars.

The gender wise classification of their membership status in online Social Networking Sites is worked out and presented in table-2.

Table-2: Gender Wise Membership Status of the college students

Member of any Online Social Networking Site	Gender		Total
	Male	Female	
Yes	61	22	83
	79.22%	78.57%	79.05%
No	16	6	22
	20.78%	21.43%	20.95%
Total	77	28	105
	100.00%	100.00%	100.00%

Source: Calculated data

From the table-2 it is showed that out of 77 male students, 79.22 percent of the students are member of different online Social Networking Sites (SNS) and 20.78% of them are not member in any Social Networking Sites. Among 28 female students, 78.57 percent of the students are member of different online Social Networking Sites (SNS) and 21.43% of them are not member in any Social Networking Sites. Thus in all, 79.05 percent of the students are member of different online Social Networking Sites (SNS) and 20.95% of them are not member in any Social Networking Sites.

The gender wise classification of SNS applications among the college students is worked out and presented in table-3.

Table-3: Gender wise Use of Social Networking Sites among College students

Use of SNS Applications	Gender		Total
	Male	Female	
WhatsApp	34	14	48
	44.16%	50.00%	45.71%
Instagram	15	2	17
	19.48%	7.14%	16.19%
Facebook	13	5	18
	16.88%	17.86%	17.14%
Others	15	7	22
	19.48%	25.00%	20.95%
Total	77	28	105
	100.00%	100.00%	100.00%

Source: Calculated data

From the table-3 it is observed that out of 77 male students, 44.16 percent of the students are using WhatsApp, 19.48 percent of the students are using Instagram, 16.88 percent of the students are using Facebook and 19.48 percent of the students are using other social networks sites like Youtube, Googleplus, LinkedIn, etc. Among 28 female students, 50.00 percent of the students are using WhatsApp, 7.14 percent of the students are using Instagram, 17.86 percent of the students are using Facebook and 25.00 percent of the students are using other social networks sites. Thus in all, 45.71 percent of the students are using WhatsApp, 16.19 percent of the students are using Instagram, 17.14 percent of the students are using Facebook and 20.95 percent of the students are using other social networks sites.

The gender wise classification of their times spend on SNS in a day is worked out and presented in table-4.

Table-4: Time Spend on SNS in a day among College students

Time spend on social networking sites in a day	Gender		Total
	Male	Female	
More than three hours	18	8	26
	23.38%	28.57%	24.76%
More than two hours	32	10	42
	41.56%	35.71%	40.00%
More than one hour	18	4	22

	23.38%	14.29%	20.95%
Less than one hour	4	6	10
	5.19%	21.43%	9.52%
Less than 30 minutes	5	-	5
	6.49%	-	4.76%
Total	77	28	105
	100.00%	100.00%	100.00%

Source: Calculated data

From the table-4 it is showed that out of 77 male students, 23.38 percent of the students spend more than 3 hours for using Social Networking Sites in a day, 41.56 percent of the students spend more than two hours, 23.38 percent of the students spend more than one hour, 5.19 percent of the students spend less than one hour and 6.49 percent of the students spend less than 30 minutes. Among 28 female students, 28.57 percent of the students spend more than 3 hours for using Social Networking Sites in a day, 35.71 percent of the students spend more than two hours, 14.29 percent of the students spend more than one hour and 21.43 percent of the students spend less than one hour. Thus in all, 24.76 percent of the students spend more than 3 hours for using Social Networking Sites in a day, 40.00 percent of the students spend more than two hours, 20.95 percent of the students spend more than one hour, 9.52 percent of the students spend less than one hour and 4.76 percent of the students spend less than 30 minutes.

The gender wise classification of the reasons of using Social Networking Sites among College Students is worked out and presented in table-5.

Table-5: Reasons of using Social Networking Sites among College Students

Reasons for using SNS	Gender		Total
	Male	Female	
Share photos, music, videos	22	5	27
	28.57%	17.86%	25.71%
Make new friends	18	11	29
	23.38%	39.29%	27.62%
Stay in touch with friends	15	6	21
	19.48%	21.43%	20.00%
Looking at/reading other people's profiles	13	4	17
	16.88%	14.29%	16.19%
Communicate with classmates about course-related topics	9	2	11
	11.69%	7.14%	10.48%
Total	77	28	105

	100.0%	100.0%	100.0%
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Source: Calculated data

From the table-4 it is showed that out of 77 male students, 23.38 percent of the students are using SNS for share their photos, music, videos, 23.38 percent of the students are using SNS for make new friends, 19.48 percent of the students are using SNS for stay in touch with friends, 18.88 percent of the students are using SNS for looking other prople's profiles and 11.69 percent of the students are using SNS for communicate with classmates about course related topics. Among 28 female students, 17.86 percent of the students are using SNS for share their photos, music, videos, 39.29 percent of the students are using SNS for make new friends, 21.43 percent of the students are using SNS for stay in touch with friends, 14.29 percent of the students are using SNS for looking other prople's profiles and 7.14 percent of the students are using SNS for communicate with classmates about course related topics. Thus in all, 25.71 percent of the students are using SNS for share their photos, music, videos, 27.62 percent of the students are using SNS for make new friends, 20.00 percent of the students are using SNS for stay in touch with friends, 16.19 percent of the students are using SNS for looking other prople's profiles and 10.48 percent of the students are using SNS for communicate with classmates about course related topics.

6. Conclusion

The study concluded that the majority of the students are member in different online Social Networking Sites (SNS), majorities of them are mostly using WhatsApp more than 3 hours in a day for the sharing their photos, music, videos, make new friends and stay in touch with friends.

7. References

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