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PERCEPTION AND UTILIZATION OF SOCIAL NETWORKING SITES (SNS) AMONG THE POST GRADUATE STUDENTS OF TRIPURA UNIVERSITY: A SURVEY

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Abstract

This study was carried out to investigate the use of social networking sites among the postgraduate students of Tripura University. In the context of today's electronic media, data was collected using a Google form scale questionnaire. A number of 300 postgraduate students were randomly selected. The response rate was 51.66 per cent. The study found that all the students were aware of social networking sites and majority of them used these sites for friendly communication. The findings revealed that majority (84.51%) of the respondents used WhatsApp for the purposes of Social Networking sites, followed by Facebook (70.33%) and YouTube (65.80%). Majority of the students used Smart phone or Mobile Devices to use Social Networking Sites.

Keywords: Devices, Time, Satisfaction, SNSs, Location, Purpose

Introduction

Advancement in ICT and correspondence innovations has expanded significantly more in the 21st century. A long range relational correspondence site page is an online spot where a customer can make a profile and assemble an individual framework that interfaces the individual being referred to various customers. People watch billion of video clipson YouTube step by step. Reliably, customers exchange video content people have frameworks into their step by step

plans, using Facebook, WhatsApp, Twitter, LinkedIn, web gaming circumstances and diverse gadgets. The development of web based life over recent years has drastically changed the manners by which the web is experienced by most end clients. Social media is built on the idea of how people know and interact with each other (**Raut, Vishranti & Patil, Prafulla, 2016**). The term Web 2.0 was coined by O'Reilly Media in 2004 and refers to web applications, which provide for online collaboration, participation,

social networking and Social networking sites are profile based websites. Social media like WhatsApp, Facebook, Blogs, Twitter, My Space and LinkedIn are used for the purpose of communication, sharing photos, videos as well as documents. Nowadays the users of social media socialize through the internet and socializing through face to face interaction and verbal communication has become less important. Social networking websites have affected our social interaction by changing the way we interact face-to-face, how we receive information and the dynamics of our social groups and friendships (Asur & Huberman, 2010). Social networking sites provide various interactive platforms based on the intentions of their founders. There are for instance, social, political, academic, businesses, sports, romantic and religious platforms. In other words, the social networking site by their nature has the capabilities of educating, informing, entertaining and inflaming the audience (Omekwu *et. al* 2014). Keenan and Shiri (2009) have examined four social networking sites (Facebook, MySpace, LinkedIn and Twitter) from a users' perspective and found that the social networking sites use a number of different approaches to encourage sociability amongst their users. While facebook promotes privacy representing 'real world' networks in a Web environment, while MySpace promotes publicity and representing both real world and virtual networks in a Web environment. LinkedIn and Twitter focus on more specific aspects of community and technology, respectively. As the use of Social Networking Sites has been increasing among the students, these paper attempts to find out the different social networking sites use by the students, the time spend by the students for social networking sites and to know the purpose and significance use of social networking sites.

Methodology

The present study was conducted among the Post Graduate Students of Tripura University. A structured questionnaire consisted of six parts viz, background information, types of Social Networking Sites (SNS), Devices used for Social Networking Sites, time spend on Social Networking Sites, purpose and effects of SNS was self designed. The questionnaire was sent to 300 students through email. Out of 300 questionnaires, 155 filled in questionnaires was received back. The response rate was 51.66 per cent. The numbers of students who have sent the filled in questionnaire were 65 boys and 90 girls. The data was analyzed using frequency and percentage.

Results and discussion

The findings of the present study as well as the relevant discussion have been presented under the following heads:

Demographic characteristics of the respondents:

In the present study, it was found that majority (85.16 %) of the respondents were from the age group of 21 to 25 years, followed by the age group of 18-20 (7.09 %) and 26-29 (4.51%). The lowest responded rate (3.22 %) was from the age group of 30 years and above. It was also found that most (64.51%) of the respondents were studying in first year of Post Graduate and the rest (35.49 %) were in Second year of their Post Graduation. It can also be noted that all (100%) the Post Graduates owned Smart Phones and 22.58 per cent of the students owned Laptop. Few of them (7.09 %) owned PC and Tablet.

Different Social Networking Sites used by the students:

Use of Social Networking Sites:

It was evident from the results (Table 1) that all the Post Graduate students had accessed to Social Networking Sites. The results further revealed that majority (84.51%) of the

students used Whatsapp as social networking sites followed by Face book (70.33%) and YouTube (65.80%) and few numbers (35.48%) of the students used Instagram. The students reported that they preferred these sites as these sites are faster and they could have easy communication with their friends and others and also could share information regarding their studies within a short time. The results also showed that majority (72.25 %) of the students who used social networking sites at Home which is followed by 21.29 per cent of the students who used social networking sites at their hostel/room and least number (7.74 %) used SNS in the classroom. This may be due to the reason that majority of the students are going college from Home and only few students are staying at hostel and as they hardly gets chance to access internet during college hours so, majority of the students used internet more at home.

Table 1

Distribution of respondents according to the use of Social Networking Sites

Sl. No.	Aspects	N= 155	
		Frequency	Percentage
1	Used of Social Networking Sites	155	100
2	Types of Social Networking sites used by the students	109	70.33
	Facebook	131	84.51
	Watsapp	102	65.80
	Youtube	55	35.48
	Instagram	11	7.09
	Other	0	0
	Telegram	0	0
3	Location for use of Social Networking Sites	112	72.25
	Home	33	21.29
	Hostel/Room	0	0
	Library	12	7.74
	Classroom	5	3.22
	Others		

Time used for Social Networking Sites

The data presented in Table 2 depicts that majority (83.87%) of the students used Social Networking Sites daily, and few numbers (14.19%) of the students used social networking sites twice or thrice in a week and the least numbers (1.94%) used fortnightly. This may be due to which most of the students used the SNSs to communicate with their friends and others. It was also evident from the data (Table 2) that majority (73.55%) of the students spent their time in Social Networking Sites for more than 3 hrs, followed by 14.19 per cent for 2 to 3 hours. Some (7.10%) of the students spent their time in Social Networking Sites for 1 to 2 hours, and the least number (2.58%) spent their time in Social Networking Sites for 10 to 30 minutes and 30-60 minutes respectively. The findings can be supported by the study of **Manjunatha S. (2013)** who found that 80 per cent of the students spent significant amount of time on using SNS regularly

Table 2

Distribution of respondents according to time used for Social Networking Sites

Sl. No.	Duration	n= 155	
		Frequency	Percentage
1	How often do you used Social Networking Sites	130	83.87
	Daily	22	14.19
	Twice or thrice in a week	3	1.94
	Fortnightly	-	-
	Monthly	-	-
2	Time spent on Social Networking Sites per week	4	2.58
	10-30 minutes	4	2.58
	30-60 minutes	11	7.10
	1-2 hours	22	14.19
	2-3 hours	114	73.55
	More than 3 hours		

Purpose of using Social Networking Sites

The purpose of using social networking sites is shown in table 3. It is clear from the table that 78.70 per cent of the students used social networking sites for the purpose of keeping in touch with their friends and 68.39 per cent of the students use social networking sites to share information regarding their studies. Some of the students (35.48%) reported that they used social networking sites to meet new friend and to keep in touch with their family. The students (29.03 %) also used it just for fun and entertainment and few numbers (14.83%) of the students used social networking sites to be “in” because it’s popular these days. The findings is consistent with the study of **Munshi *et.al* (2018)** who found that majority of the students used SNSs for communicating and interacting with their friends circle and also for academic purposes.

Table 3

Distribution of respondents according to the purpose of using Social Networking Sites

Purpose	n= 155	
	Frequency	Percentage
Keeping in touch with family	55	35.48
Keeping in touch with friends	122	78.70
To meet new people	55	35.48
Just for fun and entertainment	45	29.03
To be “in” because it’s popular these days	23	14.83
To share information regarding their studies	106	68.39

Satisfaction level by using Social Networking Sites

Satisfaction attained by using Social Networking Sites by the students has been shown in Table 4. Majority (41.93%) of the students opined the used of SNS as ‘good’ and ‘average’ (29.03) followed by 21.94 per cent of students who opined as ‘excellent’ by using SNS. Few students (7.10%) also graded their satisfaction level as ‘Very Good’ by using Social Networking Sites. As a student, SNSs plays a vital role in supporting their studies. Thus, the students’ satisfaction level were in good to excellent. The satisfaction level of the students who does not access much to SNSs opined the used of SNSs as ‘average’.

Table 4

Distribution of respondents according to their satisfaction level by using Social Networking Sites

Satisfaction level	n= 155	
	Frequency	Percentage
Excellent	34	21.94
Very Good	11	7.10
Good	65	41.93
Average	45	29.03
Poor	0	0

Conclusion

From the present study it can be concluded that all the students accessed to Social Networking Sites and majority of the students who were using SNS were from the age group of 21 to 15 years old. Every student owned a smart phone and among all the social networking sites, the most commonly used and preferred one were Watsapp and Facebook. Majority of the students used these sitesto keep in touch with their friends, to share information regarding their studies daily.

The students spent more than 3 hours in a week in using Social Networking Sites. However it was difficult for most of the students to calculate the exact time spent in SNSs as they continuously get connected to internet through Mobile Phone. The Social Networking Sites assist the students in numerous way and they opined the used of SNSs as good.

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