
A Study on Social Networking Sites among the UG Students of Shri. L. K. Khot College of Commerce, Sankeshwar

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Abstract

The paper discusses the increasing use of Social Networking Sites (SNS) as a knowledge management tool in the 21st century. Technological advancements and internet accessibility have increased students' access to these platforms, facilitating communication and social unity. A structured questionnaire found that most UG students spend significant time checking social media sites, showing both positive and negative effects.

Keywords

ICT, Social Media, Social Services (SNS),
Information Organization

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Introduction

The terms Information Technology (IT) in English, Informatique in French, and Informatics in Russian encompass the notion of information handling. In a stricter sense, IT is the new science of collecting, storing, processing, and transmitting information and connotes an ensemble of technologies. It consists of two words, namely, information and technology. The first constituent 'information' is "Information that has been processed into a form that is important to the recipient and is of real or perceived value in current or prospective action or decisions". The data is raw materials to information and is facts and figures that are not currently being used in a decision process. It usually takes the form of historical records that are recorded and filed without immediate intent of retrieving for decision-making. Information has three major characteristics – (1) timeliness, that is, information must be made available to the recipient on appropriate time; (2) adequacy, that is, information must be adequate so that desired actions can be initiated and (3) form, that is, information must be made available in a form which suits the recipient most. The second constituent, "Technology" is "Systematic knowledge and action usually of industrial processes but applicable to any".

Knowledge is known as a valuable asset towards rich innovation initiatives with a knowledge-based economy. From the expert point of view, knowledge was defined as "the most strategically important resource which organizations possess.

Objectives of the Study

The study's particular goals are as follows:

1. To determine the age range for social media users;
2. To determine which social media platforms are most used by under-graduating (UG) students;
3. To determine the most popular social media access tools;

Scope and Limitation

This research is only confined to the students pursuing their UG in different disciplines. No customer satisfaction survey was conducted because the study did not address the quality of services offered by the libraries.

Methodology

This study is based on a survey conducted among UG students. The instrument of a questionnaire. In this survey research design, a structured questionnaire has been used as the data collection instrument from a sample of UG students aged 19 to 23. The questionnaire was circulated to a representative sample of 200 students, and a total of 180 filled-in questionnaires were received back, which comes to an overall response rate of 90% this study is limited to social media users for information.

Analysis and Interpretation of Data

In this study, an attempt has been made to analyze and interpret the impact of social media on UG students.

Table 1: Questionnaire distribution

| Distributed Questionnaire | No. of Questionnaire Distributed | No of Responses |
|---------------------------|----------------------------------|-----------------|
| Male | 85 | 70 |
| Female | 115 | 110 |
| Total | 200 | 180 |

Questionnaires were distributed among 200 UG students and were asked to go through each set of questions. Out of 200 respondents, 180 questionnaires were received back resulting in a response rate of 90%. Table 1 indicates the total number of questionnaires distributed to the male and female respondents of the UG student and the total number of questionnaires received back from them. Table -1 reveals that 85 (41.67%) respondents are male and the remaining 115 (58.33%) respondents are female. It shows that female users constitute more than half of the study population and female respondents were found using social media.

Table 2: Age group-wise distributions

| Age-Group | No. of Response | % |
|--------------|-----------------|------------|
| 21-25 | 126 | 70.55 |
| 26-30 | 38 | 21.88 |
| 31-35 | 16 | 07.57 |
| Total | 180 | 100 |

Table 2 presents the data related to the age of UG students. It shows that 126 (70.55%) respondents who used most of these sites fall between the age group of 21-25. whereas 38 (21.88%) respondents fall between the ages of 26 and 30. People who fall in the age group of 31- 35 were only (07.57%) of the respondents.

Table 3: Frequently visiting the library

| Visit of Library | No. of Response | % |
|------------------|-----------------|---------------|
| Twice in week | 68 | 40.00 |
| Once in a week | 46 | 24.44 |
| Fortnightly | 14 | 06.66 |
| Once in month | 20 | 11.11 |
| Occasionally | 25 | 15.00 |
| Not at all | 10 | 02.79 |
| Total | 180 | 100.00 |

Table 3 observed that 68 (40.00%) of the respondents visited the library twice a week, 46 (24.44%) once in a week, 25 (15.00%) occasionally and 20 (11.11%) once in a month. This study found that most respondents (40.00%) visit their library twice a week.

Table 4: Times spent in the library

| Time Spent in the Library | No. of Response | % |
|---------------------------|-----------------|------------|
| One hour | 64 | 36.66 |
| Two hours | 46 | 25.00 |
| More than two hour | 70 | 38.34 |
| Total | 180 | 100 |

Table 4 presents that the majority of the users, about 70 (38.34%) respondents, spend more than 2h only for their study in the library, followed by 64 (36.66%) respondents spend 1 h, 46 (25%) respondents spend more than 2h.

Table 5: Times spent on the internet per week

| Time Spent on the Internet | No. of Response | % |
|----------------------------|-----------------|------------|
| One hour | 49 | 27.22 |
| Two hour | 33 | 18.33 |
| Three hours | 36 | 20.00 |
| More than four hours | 62 | 34.44 |
| Total | 180 | 100 |

Users ' time spent on social networking sites (SNSs) varies. The impact of these sites can be assessed by the number of hours spent on these sites. Table 6 shows that 76.36% of the users spent less than 1h daily on SNS. About 18.18% of the users spent 1-2 hours on SNS of a few students, and 5.45% spent more than 2h on SNS on daily basis.

Table 6: Awareness of social media

| Awareness of Social Media | No. of Response | % |
|---------------------------|-----------------|------------|
| Yes | 167 | 93.34 |
| No | 13 | 06.66 |
| Total | 180 | 100 |

Table 6 shows the awareness of Social media. About 167 (93.34%) of the users are aware of social media, and 13(6.66) are not aware of social media.

Table 7: Tools of social media

| Social Media | No. of Response | % |
|----------------|-----------------|------------|
| Google Hangout | 55 | 29.44 |
| Facebook | 82 | 51.11 |
| Twitter | 07 | 02.24 |
| Linkedin | 12 | 05.55 |
| YouTube | 20 | 10.00 |
| Blogs | 04 | 01.66 |
| Total | 180 | 100 |

Table 7 presents the users' awareness of the users about social media. The analysis shows that a majority, 82 (51.11%), of the users were aware of Facebook. A good number of the users, 55 (29.44%) were aware of Google Hangout. A total of 20 (10%) users like YouTube, whereas 12 (5.55%) users like Linkedin. A few users below 10% prefer the Blog and Twitter social media sites.

Table 8: Impact of social media

| Impact of Social Media | No. of Response | % |
|------------------------|-----------------|------------|
| Strongly agree | 54 | 30.00 |
| Agree | 89 | 57.77 |
| Uncertain | 14 | 05.00 |
| Disagree | 13 | 03.88 |
| Strongly disagree | 10 | 03.35 |
| Total | 180 | 100 |

Table 8 confirms that 89 (57.77) respondents who constitute the majority indicated that they agree with all the impacts of social media. Furthermore, 54 (30%) indicated that they strongly agree, whereas 14(5%) indicated that they are uncertain, and 10 (3.35%) indicated that they strongly disagree.

Findings of the study

1. All 180 users (100.00%) use social media;
2. According to the findings, the majority of UG students, 136 (75.55%), are between the ages of 21-25;
3. Among the gender distribution of questionnaires, the majority, 105 (58.58%) of them are female users;
4. From the survey, it is found that among the different categories of users, most of the UG students, 138 (76.6%) are making use of social media;
5. The majority, 134 (74.44%) of the users are spending more than 3 hours in internet access social media;
6. Among UG students, 92 (51.11%), Facebook is the most popular social media platform, followed by Google Hangout.

Suggestions

Following are some of the suggestions made for the development of social media networking sites and their services; these are based on the analysis of the survey and opinions given by the respondents:

1. Provide good Internet facility like Wi-Fi for access to social media;
2. Awareness must be created among UG students about SNSs
3. In education, online classes can be conducted through social media.
4. It is advised that IT facilities should be provided in every academic department in the university.
5. The younger generation must use the privacy settings accurately to secure their data.

Conclusion

Social media has a great impact on UG students; we have to face a lot of challenges. Several queries come into our mind when we think about the impact of these social media. What does it mean to manage online privacy ethically? How do online spaces facilitate and undermine ethical thinking about privacy? How much personal information needs to be shared online? Young people, who share personal experiences online take steps to protect their own and other's identities, and are these steps sufficient? Who is at the error when an unintended audience can read a young person's revealing blog? So, we should focus on the ethical use of these social media to serve our society in the right way, and the youth can play an important role because SNS has a two-way impact (positive and negative) on Indian society. On the one hand, it provides a way to be close to our dear ones; on the other hand, it provides a platform that becomes harmful for UG students at the university level.

Social media may be given very good results if its use will be done correctly, otherwise, a lot of problems may be created. It should be noted that social media can be used as an interactive platform for academic communication and can be a source of information, knowledge, and help. Facebook is the most used social media by UG students. Social networking website companies need to improve the security and privacy of their sites. Social media should protect against the misuse of copyrighted materials. Users should not disclose their personal information. They should work following strict and safe computing practices. It is an area of common

interest in libraries. The benefits of social media can be utilized in library services regarding new services and recent happenings. Some pornography materials are uploaded on these sites and the government and high court are taking some steps to remove them from the sites. We should look into this matter positively.

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