

July 2016

Proceedings of the DRDO Supported National Conference on  
**Creativity, Innovation and Transformation in Libraries**  
**(SALIS 2016)**

8<sup>th</sup> & 9<sup>th</sup> July, 2016

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**2016**

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# Influence of Social Networking Sites among Rural Area UG Students with Special Reference to CSI Jeyaraj Annapackiam College, Nallur, Tirunelveli: A Study

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## Abstract

*Social Networking Sites play a very essential role in the day to day-life for sharing information. Undergraduate students of rural arts and science colleges are using the social networking sites casually at home, laptop and mobile. This study focuses on the availability of using social networking sites among the rural area undergraduate students. This study concludes that 43.3 percentage of the students are using the Facebook, 66.43 percentage of the students using the SNS through mobile phone and 61.54 percentage of the students spend 30 minutes per day for using SNS. The study proves that 60.13 percentage students are using SNS as an effective tool for e-learning.*

**Keywords:** Social Networking Sites (SNS), Under Graduate Students, Rural Area

## Introduction

Social Networking Sites have emerged as important communication channels used by individual consumers to create content, distribute materials, share ideas, express opinions, and use information and knowledge. This emerging channel results in a power shift between consumers and traditional producers of messages and information (Denegri-Knott, 2006). Social Networking Sites are those sites which allow their users to build social relations on the Web. It is the web-based service which provides users to interact virtually and share their thoughts in the forms of comments, likes, messages, tags, etc. Here users can upload photos and videos. Every user has his own profile describing his personal details, through which users search others' uses and create a list of friends. Innovation of information and communication technology, usage of internet through mobile phones and computer are easily noticed in and around the world. Social Networking Sites are influencing the people for sharing all the communication at any time. In rural area, students are also using the social networks through mobile and computer during regular intervals.

## Review of Literature

John H. Heinrichs., Jeen-Su Lim., & Kee-Sook Lim (2011) investigated that interest to researchers and organizations is the individuals' perception of social networking sites using the identified dimensions of ease-of-use, usefulness, information quality, feeling, and usage intention. In the Web-based study, 226 participants from a professional discussion group provided information regarding their perceptions of social networking sites and access tool usage. The differences in these perceptions based upon the various access methods and various social networking tools were analyzed and reported. The results from simple main effect tests showed that differences existed

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th access methods and social networking tool usage. This suggests that organizations should accommodate and energize mobile users and design changes to their social networking sites to facilitate interaction and information sharing.

Wei Sian Lee., & Long Ma. (2012) state that recent events indicate that sharing news in social media has become a phenomenon of increasing social, economic and political importance because individuals can now participate in news production and diffusion in large global virtual communities. Yet, knowledge about factors influencing news sharing in social media remains limited. Drawing from the uses and gratifications (U&G) and social cognitive theories (SCT), this study explores the influences of information seeking, socializing, entertainment, status seeking and prioritizing social media sharing experience on news sharing intention. As per the survey designed and administered to 203 students in a large local university results from structural equation modeling (SEM) analysis reveals that respondents who are driven by gratifications of information seeking, socializing, and status seeking are more likely to share news in social media platforms. Prior experience with social media is also a significant determinant of news sharing intention. Implications and directions for future work are discussed.

#### **Institution Profile**

CSI Jeyaraj Annapackiam College of Arts and Science, Nallur, Tirunelveli, Tamil Nadu was established by the CSI Diocese of Palayamkottai on 1997. College was purely of a self financing category and affiliated to Manonmaniam Sundaranar University, Tirunelveli. It was located in the rural area under the Alangulam town Panchayat. The College offers 9 UG course and 2 PG courses. Now the college has a student strength of 1200 and all of them are from rural areas. Most of the students are from first graduate in their family. The well equipped library of the college has a stock of 20,000 books and a number of journals related to their curriculum and general.

#### **Objectives of the Study**

- To find the usage of social networking sites.
- To find the number of social networking sites used regularly.
- Time spent using the social networking sites.
- To find the usage of social networking sites through mobile phones.
- To find the purpose of using the usage of social networking sites.
- Social Networking Sites affecting study time.
- To examine the social networking sites is an effective tool for e-learning.
- To find the purpose of subscribing the usage of social networking sites.

#### **Scope of the Study**

Using of social networking sites among the undergraduate students of CSI Jeyaraj Annapackiam College of Arts and Science, Nallur, Tirunelveli, Tamil Nadu.

#### **Data Collection**

This research is done by the survey method and for surveying the questionnaire is used as a tool. The respondents are from CSI Jeyaraj Annapackiam College of Arts and Science various age

groups including male and female respondents. This research questionnaire consists of eight questions regarding the influence of Social Networking Site usage during the study. Only 143 filled questionnaires have been received from students of CSI Jeyaraj Annapackiam College of Arts and Science, Nallur.

### **Data Analysis**

The researcher had distributed 150 questionnaires to students of CSI Jeyaraj Annapackiam College of Arts and Science, Nallur. Among the filled questionnaire the researcher had selected 143 questionnaires for analysis and interpretation.

**Table 1: Gender Wise Distribution**

S.No	Gender	Respondents	Percentage
1	Male	52	36.36
2	Female	91	63.64
<b>Total</b>		<b>143</b>	<b>100</b>

Source: Primary Data

Table 1 shows that, 36.36 percentage of the male students and 63.64 percentage of the female students participated in this study.

**Table 2: Usage of Social Networking Sites**

S.No	Social Networking Sites	Students	Percentage
1	Hike	23	16.08
2	Twitter	10	06.99
3	Facebook	62	43.36
4	WhatsApp	36	25.18
5	Any other	12	08.39
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 2 shows that, 16.08 percentage of the students are using the hike, followed by 6.99 percentages using twitter, 43.36 percentage using facebook, 25.18 percentage using whatsapp and 8.39 percentages using other social networking sites.

**Table 3: Number of Social Networking Sites Used**

S.No	Number	Students	Percentage
1	One	88	61.54
2	Two	18	12.58
3	Three	17	11.89
4	Above 3	20	13.99
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

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Table 3 shows that, 61.54 percentage of the students are using only one social networking site, followed by 12.58 percentage using two, 11.89 percentage uses three and 13.99 percentage using more than three sites.

**Table 4: Time Spent for accessing the Social Networking Sites per day**

S.No	Number	Students	Percentage
1	30 Minutes	88	61.54
2	31 - 1 Hour	18	12.58
3	1 hour - 2 Hour	17	11.89
4	Above 2 Hour	20	13.99
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 4 shows that, 61.54 percentage of the students spend 30 minutes per day for using Social networking sites, followed by 12.54 percentage up to 1 hour, 11.89 percentage 1 hour to 2 hour and 13.99 percentage of the students spend more than 2 hours for using social networking sites.

**Table 5: Using the Social Networking Sites through Mobile Phones**

S.No	SNS through Mobile Phone	Students	Percentage
1	Yes	95	66.43
2	No	48	33.57
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 5 shows that 66.43 percentage of the students are using the social networking sites through mobile phone and 33.57 percentage of the students not using the mobile phone.

**Table 6: Purpose of Using Social Networking Sites**

S.No	Purpose of Using SNS	Students	Percentage
1	Downloading Music / Videos	36	25.17
2	Uploading Music / Videos	10	07.00
3	Posting Photos	21	14.69
4	Chatting	20	13.99
5	Communicate with Teacher / Friends	17	11.88
6	Sharing the Information	26	18.18
7	Any Other	13	09.09
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 6 shows that, 25.17 percentage of the students are using the social networking sites for downloading the music and videos, followed by 18.18 percentage are sharing the Information, 14.69 percentage is posting photos, 13.99 percentage are chatting, 11.88 percentage communicates with teacher / friends, 7 percentage are uploading music and videos and 9.09 percentage are for any other works.

**Table 7: Social Networking Sites affecting the study time**

S.No	SNS affecting the Study time	Students	Percentage
1	Yes	97	67.83
2	No	46	32.17
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 7 shows that 67.83 percentage of the students are using the study time for using the social networking sites, and 32.17 percentage are not using the study time.

**Table 8: Social Networking Sites effective tool for e-learning**

S.No	SNS effective tool for e-learning	Students	Percentage
1	Yes	86	60.13
2	No	57	39.87
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 8 shows that 60.13 percentage of the students are using social networking sites as an effective tool to e-learning, followed by 39.87 percentage using social networking sites not as an effective tool for e-learning.

**Table 9: Purpose of subscribing Social Networking Sites**

S.No	Purpose of subscribing Social Networking Sites	Students	Percentage
1	Educational	39	27.27
2	Informational	54	37.77
3	Entertainment	48	33.57
4	Any other	02	01.39
<b>Total</b>		<b>143</b>	<b>100.00</b>

Source: Primary Data

Table 9 shows that, 37.77 percentage of the students are subscribing the social networking applications for informational purpose, followed by 33.57 percentage for entertainment, 27.27 percentage for educational, 33.57 percentage for entertainment and 1.39 percentage for other purposes for subscribing to the social networking sites.

### Major Findings of the Study

- 63.64 percentage of the female students have participated in this study.
- 43.36 percentage of the students have used Facebook.
- 61.54 percentage of the students use only one social networking site.
- 61.54 percentage of the students spent 30 minutes per day for using Social networking sites.
- 66.43 percentage of the students use the social networking sites through mobile phones.
- 25.17 percentage of the students use the social networking sites for downloading music and videos
- 67.83 percentage of the students get their the study time affected for using the social networking sites

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60.13 percentage of the students use social networking sites as an effective tool to e-learning.  
37.77 percentage of the students subscribe to the social networking applications for informational purpose.

**Conclusion**

Rural area college students are using the social networking sites at regular intervals through computers and also through mobile phones. The results of the study show that most of the students in the rural area are using the social networking sites through internet cafes, Mobile phones and government laptops. Above 60 percentage of the students were using social networking sites for informational purpose and sharing the information to friends and teachers. After the innovation of social networking sites, all the information's spread out through this media easily and reaches our hands within seconds. So, this study reveals that rural area college students are very familiar with social networking sites and they highly influence social networking sites.

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