

A STUDY ON THE BEHAVIOUR OF COLLEGE GRADUATES TOWARDS SOCIAL MEDIA IN FARIDABAD

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ABSTRACT

Social Network Sites are profile based Websites that allow the users to maintain social relationship by viewing, visiting and sharing their social connection with other members. Social Network Sites such as Myspace, Facebook, Cyworld, Twitter, Orkut, Google plus become a part of students daily life. The growing popularity of Social Network has influenced the researchers to start investigating the communication and interaction between students using these Networks. Social Network Sites are used as an interactive platform for academic communication and as a source of information. Nowadays college students join in groups and converse with others (Students and faculty members) by discussing on subjects topics. Haryana Government already provided free Laptop to Arts & Science College Students and 24 hours free internet facility (Wi-Fi) is provided by most of the educational institutions. Private net browsing centers also add more to the access of internet. As this Social media Phenomenon continues to grow at faster pace, it is important to understand the effect it has on college students. The researcher investigates how graduate Students get access to these networks and develop their academics.

KEYWORDS: Internet, social sites, Face book, Graduate Behaviour

INTRODUCTION

Social networking sites are a type of virtual community that has grown tremendously in popularity. Through social networking people can use network of online friends and group memberships to keep in touch with current friends, reconnect with or create real-like friendships through similar interest or groups. Besides, establishing social relationships, social networking member can share interests and their ideas with other like-minded members by joining groups or forums. They can also participate in discussions through SNS. Members will be updated instantly about their friends and groups. It also offers micro blogging facility. In short, a SNS is hub for communication, entertainment and information.

OVERVIEW OF THE LITERATURE

There have been various researches in the field of usage of Social Networks but the studies relating to academic performance of Arts and Science College with special reference to particular community students are not yet found. Hence empirical studies relating to usage of Social Network Sites are reviewed which proved to be very useful to the researchers in getting insight in to the main objective of the study and finalizing the methodology of present study. Here a brief account of important studies pertaining to the usage of Social Network Sites is presented.

Jason Tham and Niaz Ahmed (2011) in their study they found that Female college students spent more time on Social Networking sites than male students. Significant correlations were found between age and gender and the influence of Social Networking sites on user's personal development

Adam MahamatHelou, ZorZariahab.Rahim and Oye.N (2013) in his article he observed that most of the younger students are engage in the use of Social Net- working sites mainly for socializing activities rather than for academic purpose. The study concludes that most of the students felt that the Social Networking Sites have more Positive impact on their academic performance.

Manjunatha.S (2013) in his article he observed that Social Networking Sites often much quicker and more convenient way to internet. He concludes that the students are aware of the danger and risk involved in these sites is a positive indicator that Indian college students are not only techno-Savvy Socially active through Social Networking sites but they also possess social consciousness.

The present study makes an attempt to fill these gaps and study the usage of Social Network Sites for the academic development of Arts and Science students with special reference to SCs & STs.

STATEMENT OF THE PROBLEM

There are hundreds of Social Media Websites with various technological tools, supporting a wide range of interest and practices. These websites are becoming popular among college students and help them in connecting with each other, their local and the global community at large. To address the issue of the effectiveness of using social networking the first question raised in this study is for what purpose are the students utilizing social networking? Research on this topic will start to reveal social networking sites are simply part of how students interact with each other and how it is used by students. The main purpose of this research is to expand on previous research explore the relationship between the usage and effects of social networking and students study efficiency and to determine if social media interfering with students' academic and personal life. To study the usage of Social Network Sites by college students and to explore the relationship between demographic profile and usage related profile.

OBJECTIVES OF THE STUDY

1. To analyze the impact of students age, gender, income and social influence on usage of social network.
2. To evaluate the pattern of usage of Social Network Sites by college graduates
3. To examine the factors influencing the level of usage of social network.
4. To study the utility of Social Network Sites by college graduates

HYPOTHESIS

- There is no significant relationship between Age and level of usage of Social Network Sites by College Students.
- There is no significant relationship between Gender and level of usage of Social Network Sites by College Students.

RESEARCH METHODOLOGY

Sampling Design

Sample is the process of representative subset of a total population for obtaining data for study of the whole population. The subset is known as sample.

Sample Size

Field survey techniques was employed to collect primary data from the 150 selected sample respondents in Faridabad Town.

Sampling Technique

The sampling design used in the study was non-probability sampling. Convenience sampling techniques are used for collecting the data.

Type of Data

The present study used both primary as well as secondary data.

- **Primary data**

The firsthand information, which is being collected by the researchers, is called primary data. In this study, the primary data was collected through structured questionnaire.

- **Secondary data**

Besides the primary data, the secondary data was also collected for the study through websites, journals, magazines and newspapers.

Data Collection

Questionnaire was the main and important tool for collection of the data. Hence, effort has taken to construct the questionnaire in a systematic way as to include adequate and relevant questions to ensure the research objectives.

Data analysis

The data collected from the primary source were arranged sequentially and tabulated in a systematic order in the master table.

Tools for data analysis

Data collected through questionnaire were presented in a master table. From the master table, sub-table was prepared. For analysis and interpretation of the data simple statistical tools like chi-square test and percentage analysis were used.

- **PERCENTAGE ANALYSIS**

Percentage Analysis refers to a special kind of ratio percentage is used in making comparison between two or more series of data. Percentage reduced everything to a common base their allow meaningful comparisons to be made.

$$\text{Percentage} = \frac{\text{No of respondents}}{\text{Total Number of respondents}} \times 100$$

- **CHI-SQUARE TEST**

The chi-square is a measure of actual divergence of the observed and expected frequencies and as such, if there is no difference between observed and expected frequencies the value of chi-square is zero. Chi-square tests enable the researchers to find out whether the divergence between expected and actual frequencies is significance or not the following formula can be used for calculating chi-square value.

$$\text{Chi square } (\chi^2) = \frac{(O - E)^2}{E}$$

Where O = Observed Frequency, E = Expected Frequency

- **WEIGHTED SCORE ANALYSIS**

The average rank analysis is performed to identify the priority of the different category of the consumer awareness and usage level of Social Network Sites base on the college students consolidated priority of the respondents. The average rank is calculated and the final rank is fixed based on the criteria lesser the average rank more is the priority on the various aspect relation personal factors.

$$\text{Weighted Average} = \frac{\text{Total}}{\text{No of items} \times \text{No of respondents}} \times 100$$

Symbolically, it is shown as

$$\bar{XW} = \frac{\sum WX}{\sum W} \times 100$$

Where; $\sum WX$ = Total Score, $\sum W$ = Total Weighted score

ANALYSIS AND INTERPRETATION

The analysis of data collected from primary sources presented in the form of tables and interpretation is given in description as required. Analysis refers to the course of finding out answers to the question that had arisen to the study. Interpretation finds out the relationship among the available data and the variables.

TABLE 1: PROFILE OF THE RESPONDENTS

S.NO	Particulars	Classification	Numbers	Percentage
1	Age	17 - 20 years	105	70
		21 – 24 years	25	17
		Above 25 years	20	13
		Total	150	100
2	Gender	Male	22	15
		Female	128	85
		Total	150	100
3	Annual Income	Below - 50,000	120	80
		50,000 – 1,00,000	25	16
		1,00,000 – 1,50,000	3	3
		Above 1,50,000	2	1
		Total	150	100

Source: Primary Data

From table 1 it is observed that 70 % of the respondents belong to the age group of 17-20 years, 17% of the respondents belonging to the category of 21-24 years and 13% of the respondents come under the age group of 25 years and above. 15% are male and 85% are female. The table also reveals that that 80% of the respondents are under income level of below Rs. 50,000, 16% of the respondents belong to the income level of Rs. 50,000-Rs. 1,00,000, 4% of the respondents income earn from Rs. 1,00,000-Rs. 1,50,000 and 1% of the respondent earn highest income that is above Rs. 1,50,000.

TABLE 2: TIME SPEND ON FAVORITE SOCIAL NETWORK SITES

S.NO	TIME SPEND	NO. OF RESPONDENT	PERCENTAGE %
1	5-10 minutes	52	35
2	11-30 minutes	29	19
3	30-60 minutes	25	17
4	Above 1 hour	44	29
	Total	150	100

Source: Primary Data

Table 2 clearly indicates that 35% of the respondents spent time on social network for less than 5-10 minutes, 19% of the respondents spent time on Social Network Sites for 11-30 minutes, 17% of the respondents spent time on Social Network Sites for 30-60 minutes and 29% of the respondents spent time on Favorite Social Network Sites for more than 1 hour.

TABLE 3: MEMBERSHIP IN SOCIAL NETWORKING SITES

S.NO	MEMBERSHIP	NO.OF RESPONDENT	PERCENTAGE (%)
1	Twitter	9	6
2	Face book	98	65
3	Orkut	1	1
4	Social media	26	17
5	My space	16	11
	Total	150	100

Source: Primary Data

Table 3 clearly reveals that 6% of the respondents are in twitter, 65% of the respondents are in face book, 1% of the respondents are in Orkut, 17% of the respondents are in social media, 11% of the respondents are in my space.

CHE- SQUARE TEST

TABLE 4: AGES AND LEVEL OF USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS

Age/Level	Excellent	Good	Average	Poor	Total	Chi-square Value	Table Value	Sig
17-20 years	12(11%)	66(63%)	20(19%)	7 (6%)	105	24.16	12.6	Sig
21-24 years	7(28%)	5(20%)	7(28%)	6 (24%)	25			
Above 25 Years	5(25%)	5(25%)	5(25%)	5 (25%)	20			
Total	24	76	32	18	150			

At 5% level of significance for 6 degree of freedom the table value is 12.6. Since the calculated value (24.16) is more than the table value, the null hypothesis is rejected. Hence there is a significant relationship between age and level of usage of Social Network sites by college students.

TABLE 5: GENDER AND LEVEL OF USAGE OF SOCIAL NETWORK SITES BY COLLEGE STUDENTS

Gender/Level	Excellent	Good	Average	Poor	Total	Chi-square Value	Table Value	Sig
Male	5 (23%)	6 (27%)	5 (23%)	6 (27%)	22	11.83	7.81	Sig
Female	19 (15%)	70 (55%)	27 (21%)	12 (9%)	128			
Total	24	76	32	18	150			

At 5% level of significance for 6 degree of freedom the table value is 7.81. Since the calculated value (11.83) is more than the table value, the null hypothesis is rejected. Hence there is a significant relationship between Gender and level of usage of Social Network sites by college students.

WEIGHTED AVERAGE RANKING SCORE ANALYSIS

A comprehensive interview schedule is given to 150 sample customer in order to know their priority according to the factors that influence the Social Network Sites. These sample consumers are made to rank the reasons such as Keeping in touch with friends, Planning events, Making new friends, Educational purpose, Sharing information, Time passing. The ranks are assigned according to the problems. The ranks 1, 2,3,4,5 and 6 are assigned as per the weight of 6, 5,4,3,2 and 1 respectively.

TABLE 6: FACTORS INFLUENCING THE INTERNET USERS TO VISIT THE SOCIAL NETWORK SITES WEIGHTED AVERAGE SCORE RANKING METHOD

weighted Score points (w)	6	5	4	3	2	1	Total Score	Weighted	Rank
Rank	I	II	III	IV	V	VI	($\sum wx$)	Average Score	
Factors									
Keeping in touch with friends x wx	35 210	19 95	27 108	21 63	18 36	30 30	542	25.80	II
Planning events x wx	23 138	21 105	20 80	32 96	30 60	24 24	503	23.95	VI
Making new friends x wx	25 150	30 150	22 88	15 45	33 66	25 25	524	24.95	IV
Educational purpose x wx	27 162	23 116	31 124	29 87	18 36	22 22	547	26.04	I

Sharing information x wx	26 156	24 120	22 88	30 90	27 54	21 21	529	25.19	III
Time passing x wx	30 180	17 85	28 112	23 69	24 48	28 28	522	24.86	V
Total	150	150	150	150	150	150			

Note: x= No. of Respondents; w= weighted score points.

The above table highlights the factors that influence the consumers for the usage of Social Network Sites. It could be observed that “Educational purposes” is ranked first by the respondents with a weighted score of 26.04 points and the second rank was given to a “Keeping in touch with friends” with a weighted score of 25.80 points. It is followed by “Sharing information” is ranked third with a weighted score of 25.19 points and the fourth rank is occupied “Making new friends” with a weighted score of 24.95 and “Time passing” is ranked fifth with a weighted score of 24.86 points. The sixth rank was given to a “planning events” with a weighted score of 23.95 points.

From the above analysis, it is found that “Educational purpose” is the most influence factor among the College students to prefer Social Network Sites.

FINDINGS OF THE STUDY

- The majority (85%) of the respondents are Female.
- The majority (70%) of the respondents belong to the age group of 17-20 years.
- The majority (80%) of the respondents are under Annual income level of Below Rs. 50,000
- The majority (35%) of the respondents spent time on favorite social network sites for more than 5-10 minutes.
- The majority (65%) of the respondents have membership in Face book when compared to other social network sites.
- There is significant relationship between Age and level of usage of Social Network Sites by College Students.
- There is significant relationship between Gender and level of usage of Social Network Sites by College Students
- From the above analysis it is identified that “Educational Purpose” is the most influenced factor among the College students to prefer Social Networking Sites.

SUGGESTIONS

Some of the Suggestions drawn from the findings of the study are:

- Face book is mostly used by the students, so the service providers can concentrate more on to provide educative features whenever college students log on to their profile.
- An attractive education related or social network sites should be developed to educate the students.

CONCLUSION

Social networking is a recent phenomenon among educated may where they can share their views on current topics every day. It not only helps to develop their skills but also helps to create wide contracts all over the world. But spending more time may not be productive at his juncture an attempt is made to study the Usage of Social Network Sites by College Students. The study reveals that majority of the students use the Social Networking Sites for their development. Hence social networking is a boon to the younger generation.

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