



# Awareness and Use of Social Networking Sites by Engineering Students at New Horizon College of Engineering

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## Abstract

*The present study aim is to find out the use of social networking sites by engineering students. In this study an attempt has been made to find out the frequency of use of social networking sites, time spent on using SNSs and purpose of using these sites. It is clear that students are using social networking sites for communication with friends and for entertainment instead of academic purposes.*

**Keywords:** Social networking sites, ICT technologies, Web, Facebook, YouTube.

## Introduction

The advancement in ICT technologies and Web leads to people to use numerous social networking sites applications in their day to day life. A social networking site provides a platform to build relations among people who shares similar ideas. People may use social networking sites for different purposes. The most popular social networking tools such as Facebook, Twitter, YouTube, MySpace etc, are help to have communication among friends, connects to old friends, to discuss social issues and many more. Several organizations are also using these social networking sites to disseminate information and offer services to the people. The application of social networking sites at academic institutions, libraries, is in initial stage in India. Use and applications of these tools in libraries is a revolutionary to provide effective and efficient services to users at right time. Libraries may use SNS to interact with their users.

The aim of the present study is to study the awareness and use of social networking sites among engineering students at New Horizon Engineering College. In this study an attempt has been made to find out the purposes of use, frequency of use, most commonly used social networking sites and problems while using SNSs sites, opinion about use of social networking sites among students.

**Review of Literature:** Stephen and Thanuskodi<sup>1</sup> revealed that engineering and educational college students were likely to be affected by SNSs. SNSs is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. Singh and Kumar<sup>2</sup> explored the activities and purposes of SNS use by the research scholars at Punjab University. The result shows that most of the research scholars were found using the SNSs for their research work. Jahan and Ahmed<sup>3</sup> found positive attitude towards academic use

of SNSs by the students. Although there are some differences in terms of students' opinions on academic applications of SNSs, these differences are largely due to the fact that the use of these sites in academic contexts is not well-defined. Kindi and Alhasmi<sup>4</sup> found that the major reasons for frequent use of SNSs are finding information and sharing news. Lack of experience as well as insufficient time and IT skills are effective factors for not using SNSs. Mohamed and Sumitha<sup>5</sup> found that Orkut was the most popular and used social networking site than Facebook and MySpace by the students of Calicut University, Kerala. A number of students visited social networking sites twice a week and always send scraps and meet new friends. Though the students indicated that lack of security and privacy are the main concerns of social networking sites, a majority of them used their real names and photos in their profiles.

**Objectives of the Study:** The main objectives of the study are: i. To find out the awareness of Social Networking Sites among students. ii. To find out the frequency of use of Social Networking Sites. iii. To identify the purpose of using Social Networking Sites by students. iv. To identify the problems faced by the students while using Social Networking Sites. v. To know the opinion about use of social networking sites in libraries.

## Methodology

To achieve the above objectives, survey method of research was adopted. A structured questionnaire was designed and used for collecting data from engineering students of the New Horizon College of Engineering. Total 100 questionnaires were personally distributed among the users on random basis, and 100 % of users responded to the questionnaire. The collected data were tabulated, analyzed, interpreted and presented in following tables.

## Results and Discussion

Table-1 shows the gender wise distribution and it is clear from the study that 65% of respondents are male and 35% of respondents are female students.

**Table-1**  
**Gender wise Distribution of Respondents**

Gender	Frequency	Percent
Male	65	65.0
Female	35	35.0
Total	100	100.0

**Table-2**  
**Students' Awareness about Social Networking Sites**

Social Networking Sites	Yes	Percent
Orkut	90	90.0
Myspace	48	48.0
Facebook	100	100.0
Twitter	88	88.0
Linkedin	34	34.0
Hi-5	30	30.0
Flickr	55	55.0
Blog	39	39.0
YouTube	97	97.0
Classmate	19	19.0
Bebo	16	16.0

The respondents were asked to indicate the awareness about social networking sites and the responses have been summarized in Table-2. The analysis shows that 100% of respondents were aware about Facebook which is most popular site among other sites. This is followed by YouTube 97%, Orkut 90%, Twitter 88%. Further more than half of respondents were aware of Flickr i.e 55%.

A good number of students were aware of Myspace 48(48.0%) and a few number of students were aware of Blog (39%), Linkdin (34%), Hi-5(30%). Classmate and Bebo are the other SNS which are known by a very few number of students i.e.19% and 16% respectively.

**Table-3**  
**Commonly-used Social Networking Sites by the Respondents**

Social Networking Sites	No. of responses (N=100)
Orkut	26(26.0)
Myspace	08(8.0)
Facebook	98(98.0)
Twitter	40(40.0)
Linkedin	14(14.0)
Hi-5	02(2.0)
Flickr	13(13.0)
Blog	11(11.0)
YouTube	77(77.0)
Classmate	11(11.0)
Bebo	06(6.0)

Presently there are plenty number of social networking sites, which are commonly used by the students community. Table-3 shows the most commonly used or preferred social networking sites by the students of the engineering college. It was found that a majority 98% of the students used Facebook followed by a good number of students used YouTube 77.0%, Twitter 40% and a few students used Orkut (26%). A very less number of students used LinkedIn 14%, Classmate (11%), Myspace (8%), Bebo (6%), and Hi5 (2%). It is clear from the analysis that most commonly used social networking sites among students are Facebook and YouTube.

**Table-4**  
**Sources Used to Get Knowledge about Social Networking Sites**

Sources of information	Yes	Percent
Internet	85	85.0
Friends	87	87.0
Television	41	41.0
Newspapers and magazines	46	46.0
Teachers	27	27.0

Table-4 shows the various sources used for getting information about social networking sites. It is evident that more than three quarter of students (87%) found information about social networking sites from their friends followed by a good number (85%) of students learnt from Internet and a few students (46%) found information from Newspaper and magazines. Television and Teachers are the other sources which are used by the 41% and 27% respectively. It is found that friends and Internet are used as main sources for getting information about social networking sites.

**Table-5**  
**Time spent on Social Networking Sites**

Time spent in a week	Yes	Percent
Less than 2 hours	62	62.0
2-4 hours	19	19.0
4-6 hours	06	6.0
More than 6 hours	13	13.0

Table-5 shows the time spent in using social networking sites by engineering students. About 62% of the students spent less than 2 hours in a week on social networking sites followed by 19% of students spent 2-4 hours, 13% of respondents spent more than 6 hours. A very few (6%) of them spent 4-6 hours for using social networking sites.

**Table-6**  
**Frequency of Use of Services/ Features of Social Networking Sites**

Services/ Features of SNS	Always	Sometimes	Never	total
Sending scraps	13(13.0)	55(55.0)	32(32.0)	100
Making new friends	34(34.0)	59(59.0)	07(7.0)	100
Sharing photographs	32(32.0)	63(63.0)	06(6.0)	100
Connecting old friends	63(63.0)	34(34.0)	03(3.0)	100
Publishing writings	17(17.0)	42(42.0)	41(41.0)	100
Posting comments	42(42.0)	55(55.0)	03(3.0)	100

Table-6 depicts the frequency of use of different services or features available in SNS. The analysis reveals that about 63% of the students used for connecting old friends followed by posting comments 42(42%). A good number of students (34%) used to make new friends followed by 32% of them used to share photographs, 17% and 13% of them used for publishing writings and sending scraps respectively. It is found from the

table majority of the students responded to Connecting old friends.

**Table-7**  
**Purpose of using social networking sites**

Purpose	Yes	Percent
Friendly communication	93	93.0
Academic communication	56	56.0
To discuss new ideas	46	46.0
To publish writings	35	35.0
To discuss social issues and events	51	51.0
For entertainment	82	82.0

Social networking sites are used for various purposes such as for communication, messaging, for group discussion, entertainment etc. Table-7 shows the various purpose of using social networking sites and it is found that a large of students 93(93.0%) made use of SNSs for friendly communication followed by 82(82.0%) of students used for entertainment, more than half percentage 56(56.0%) of students used for academic communication, 51% of students used to discuss social issues and events, 46% of students used to discuss new ideas and 35% of students used SNSs to publish writings.

**Table-8**  
**Awareness about Library use of Social Networking Sites**

Response	Percent
Yes	15%
No	85%

Table-8 indicate the awareness about library social networking sites and it is clear from the table that a very few 15(15.0%) of respondents are aware about use of social networking sites in libraries.

**Table-9**  
**Problems faced while using Social Networking Sites**

Problems	Yes	No	Total
Non availability of full-fledged internet facility	60(60.0)	40(40.0)	100
Fear of misusing personnel information	33(33.0)	67(67.0)	100
Lack of time	46(46.0)	54(54.0)	100
Lack of security and privacy	38(38.0)	62(62.0)	100

Table-9 shows the problems faced by the students while using social networking sites. It is found from the table that a majority of respondents (60%) found problem of non-availability of full-fledged internet facility followed by 46% of students found lack of time, 38% of them found lack of security and privacy, and a few (33%) students found fear of misusing personal information problems.

**Table-10**  
**Opinion about social networking sites**

Opinion	Yes	No	Total
Helpful for easy communication	85(85.0)	15(15.0)	100
Easy for communication with many	81(81.0)	19(19.0)	100
Easy for contacting old and new friends	91(91.0)	09(9.0)	100
Useful for academic communication	68(68.0)	32(32.0)	100

Table-10 shows the opinion about social networking sites by the students of the study and it is clear from the table that a majority of students (91.0%) opined that social networking sites are easy way for contacting old and new friends, whereas a good number of students 85(85.0%) have opined that these sites are helpful for easy communication, 81% of students opined that sites are helpful for easy for communication with man'. A few 68% students have the opinion that they use SNSs for academic communication.

**Conclusion**

It is clear from the study that all students are aware about social networking sites and also they made use of social networking sites for different purposes such as communication with old and new friends, to post comments, to share photos among

themselves, etc.,. Most of the students have opined that social networking sites are helpful for easy communication. Facebook and YouTube are the most popular social networking sites among engineering students under study. Further found that use of SNSs for academic purpose and awareness about uses of SNSs in libraries is very less. Based on the findings the researchers recommend that the students should be encouraged to make use of social networking sites for academic purposes. More research is needed to study the students’ practices in SNSs and application of SNSs in libraries.

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