Use of Social Networking Sites among Engineering students at Sri Vidya College of Engineering & Technology, Virudhunagar: an Awareness Study

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ABSTRACT: *Social media have become increasingly popular among different user groups. The purpose of this study was to examine social media usage among engineering students and how it affects their communication with others. Now a day's social media occupied a major role in the daily life of a common man. With the advents of the social media many people are capture the information very easily. This study attempts to trace out the awareness and use of various social networking sites by the engineering students of sri vidya engineering college. A survey was conducted and for that a structured questionnaire was designed and distributed to 100 participants, out of that 96 respondents responded to the questionnaire. The Data Analysis done MS-Excel and the follow-up interpretation revealed that; 86.45% of the students aware of the face book. Face book is used by the maximum number of the respondents. Most of the respondents 64.58% to access the social networking site at home. 46.87% used by positive effect of their academic performance.*

1. Introduction

The main aim of the social networking sites is bringing people to gather to interact with each other. It is a platform to build social awareness among people who share similar interests, ideas and activities. Social networking sites are provide means for users to interact over the internet. It allows users to share photos, ideas, activities, and so many with people in their network. New social networking methods were developed and many sites began to develop more advanced features for users to find and manage friends. Social Networking sites as such as Facebook, Twitter, Orkut, Google, MySpace, like so many allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others.

1.1. Objectives
The study confined itself to the objectives appended below:

• To know the awareness of social networking sites

• To find out the usage of SNS by the users

• To know the purpose of using SNS.

• To know their performance among various SNS.

• To find out the period and usage duration of SNS.

2. Literature Review

The increased use of Social networking websites has become an international phenomenon in the past seven years. What started out as a hoppy for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007). Teenagers and young adult have especially embraced these sites as a way to connect with their peers ,share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

With the increase of technology used for communicating with others and they popularity of the internet, "Social networking" has become a an activity that is done primary on the internet, with sites like MySpace, Face book, Bebo, Friendster and Xanga (Coyle et al., 2008).

Knobel explored the essence of digital literacy in online social networking. Boyd described the comprehensive concept, definition and features of social networking sites. The study presented the historical development of these sites and changes which were happened over the time.

3. Scope

The study confined to the randomly selected under graduate and Post graduate Engineering students of Sri Vidya Engineering College. The hundred students of the Sri Vidya engineering college were selected as the convenient sampling.

4. Methodology

A structured questionnaire was designed keeping in view the objectives of the study. The questionnaires were distributed to 100 respondents (Under and post graduate Engineering students) of Sri Vidya Engineering College. A total of 96 question-naires were received back from the respondents after proper filling of data. The response rate is 96% .

5. Data Analysis and Interperation

Course – wise distribution	Respondents		Total	Percentage
	Male	Female		
B.E	18	32	50	52
M.E	20	26	46	48
TOTAL	38	58	96	100

Table 1. Course/Gender- wise Distribution of Respondents

Table1 shows that there are 50 BE students, 46 ME students constitute the sample for the study. They constitute 52%, and 48% respectively of the total sample. It also indicates that 38 respondents are male and 58 respondents are female.

Table 2 indicate clearly that 86.45% of the students are most aware of the face book. It is followed by with 3.12%), orkut with (2.08), Twitter with (6.25%), Yahoo with (2.08%) are aware of social networking sites.

COURSE WISE DISTRIBUTION
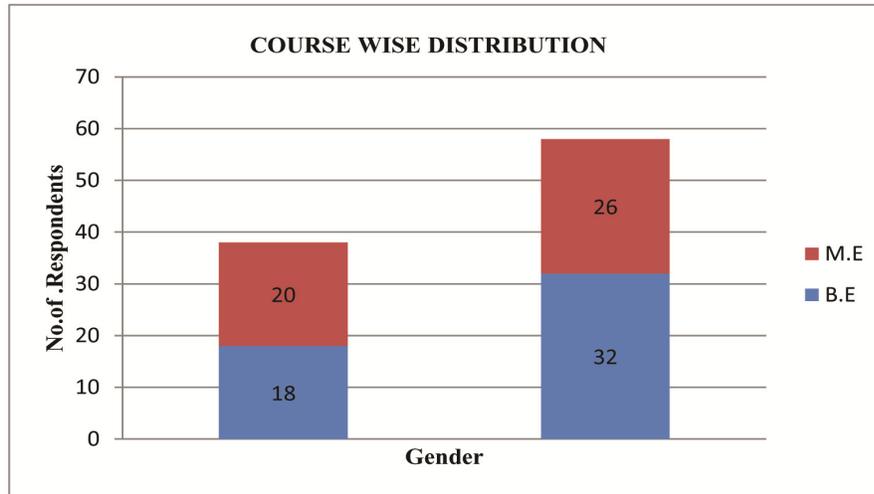
Course/Gender- wise Distribution of Respondents

Awareness about social Networking Websites

Sites	B.E	M.E	Total	Percentage
Face book	45	38	83	86.45
Google	1	2	3	3.12
Orkut	-	2	2	2.08
Yahoo	-	2	2	2.08
Twitter	4	2	6	6.25

Table 2. Awareness about social Networking Websites

AWARENESS ABOUT SNS
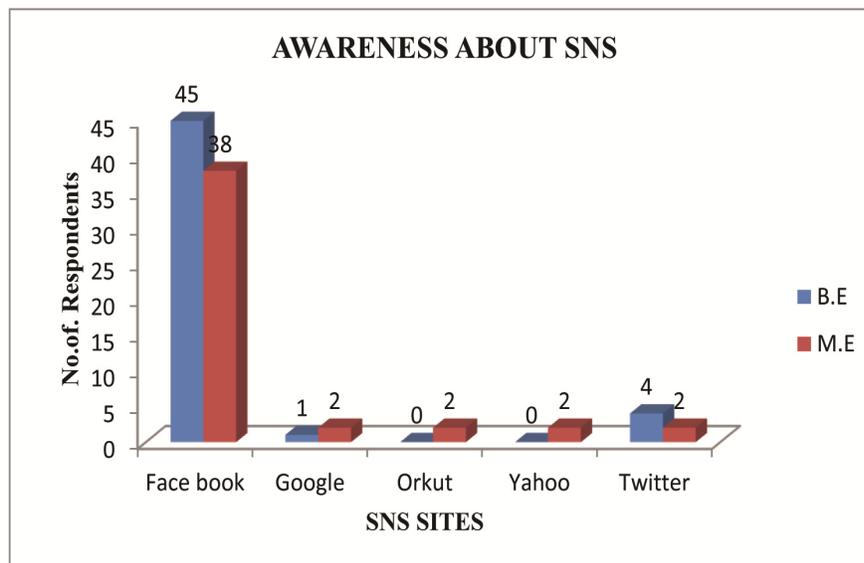
Awareness about social Networking Websites

Use of Social Networking Websites

Sites	B.E	M.E	Total	Percentage
Face book	20	10	30	31.25
Google	22	20	42	43.75
Orkut	2	2	4	4.17
Yahoo	5	10	15	15.62
Twitter	1'	4	5	5.21

Table 3. Use of Social Networking Websites

Table 3 disclose the fact that the google is used by the maximum 43.75% respondents followed by facebook with 31.25% and yahoo with 15.62%. It is quite interesting to note that though the awareness of the respondents is less in the case of orkut and Twitter.
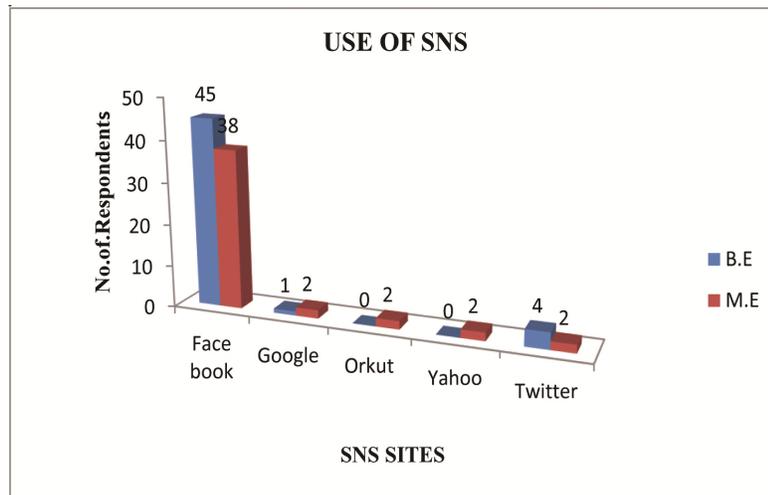

Use of Social Networking Websites

Frequency of using Social Networking sites

Frequency	B.E	M.E	Total	Percentage
Daily	45	44	89	92.70
Once in a week	5	2	7	7.29

Table 4. Frequency of using Social Networking sites

It is evident from the above table 4 that 92.70% respondents used SNS daily. Followed by 7.29% respondents use once in a week.
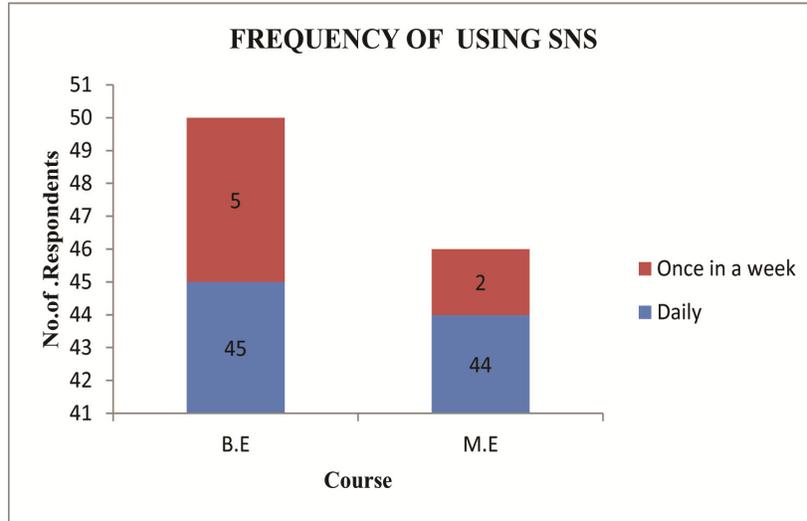
Frequency of using Social Networking sites

Place	B.E	M.E	Total	Percentage
Library	2	1	3	3.12
Internet Browsing centre	4	10	14	14.58
Home	34	28	62	64.58
Hostel	5	2	7	7.29
Computer lab	5	5	10	10.41

Table 5. Place of accessing social Networking sites

It is clear from the table 5 the most of the respondents say 64.58% use home to access the SNS and 14.58% of them access SNS in the internet browsing center. Only 10.41% of the respondents access SNS at the computer lab.
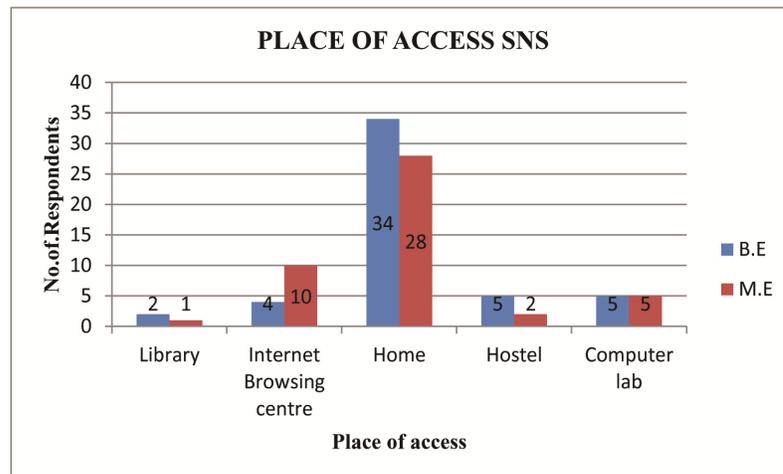
Place of accessing social Networking sites

Time	B.E	M.E	Total	Percentage
2- 3 hours	40	35	75	78.125
One hour	8	10	18	18.75
< 1 hour	2	1	3	3.12

It is distinct from the table 6 that 78.12% of the users spent 2-3 hours on SNS, 18.75% of the users use SNS 1hour and 3.12% of the users use the SNS for less than 1hour.
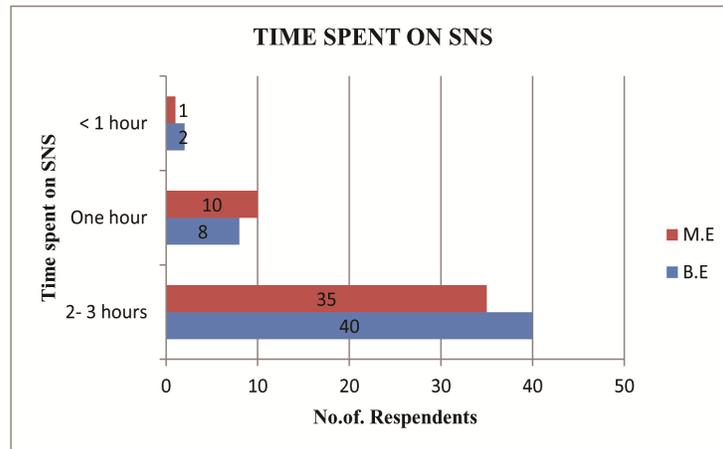

Time spent on Social Networking sites

Purpose of using Social Networking sites

Purpose	No. of Respondents			
	B.E	M.E	Total	Percentage
To Internet with friends	15	10	25	26.04
To find useful information / resources	10	13	23	23.95
Professional Activities	20	15	35	36.45
Exchange & share photos, files, Music and Videos	2	3	5	5.20
Updating photos	1	2	3	3.12
Giving feedback to Friends	1	1	2	2.08
Meeting New people	1	2	3	3.12

Table 7. Purpose of using Social Networking sites

It is glad to know from the table 7 that 36.45% respondents use the SNS for their professional activities, 26.04% respondents purpose for using the SNS for both interacting with friends, 23.95% respondent using SNS for to find useful information or resources.
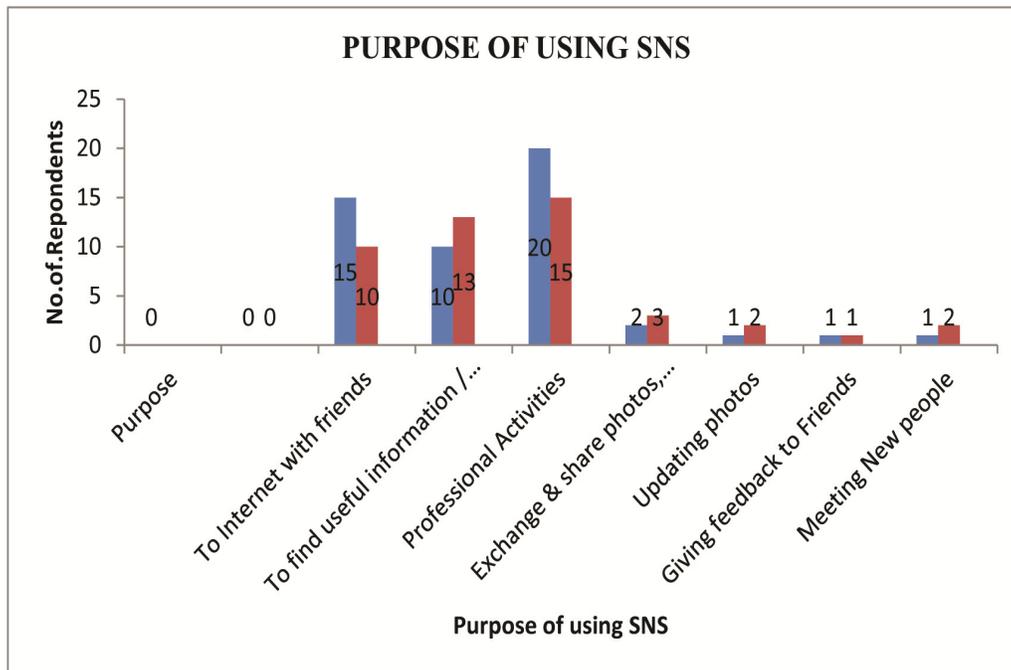

Purpose of using Social Networking sites

Positive Effect	No. of Respondents			
	B.E	M.E	Total	Percentage
Develop Read and write web skills	2	5	7	7.29
Helps in preparing seminars and assignments	3	2	5	5.20
Helps in learning	5	3	8	8.33
Improves academic performance	20	25	45	46.87
Virtual meeting with other college friends	5	5	10	10.41
Develops an E- portfolio for future employment	10	3	13	13.54
Increases self Esteem	5	3	8	8.33

Table 8. Positive Effect of Social Networking sites

Table 8 disclose the facts that 46.87% of the respondents vote SNS for improves academic performance, 13.54% user vote for the SNS for develop an E-portfolio for future Employment.

POSITIVE EFFECT SNS

Increases self Esteem — 3, 5
Develops an E- portfolio for future employment — 3, 10
Virtual meeting with other college friends — 5, 5
Improves academic performance — 25, 20
Helps in learning — 3, 5
Helps in preparing seminars and assignments — 2, 3
Develop Read and write web skills — 5, 2
— 0, 0
Positive Effect — 0
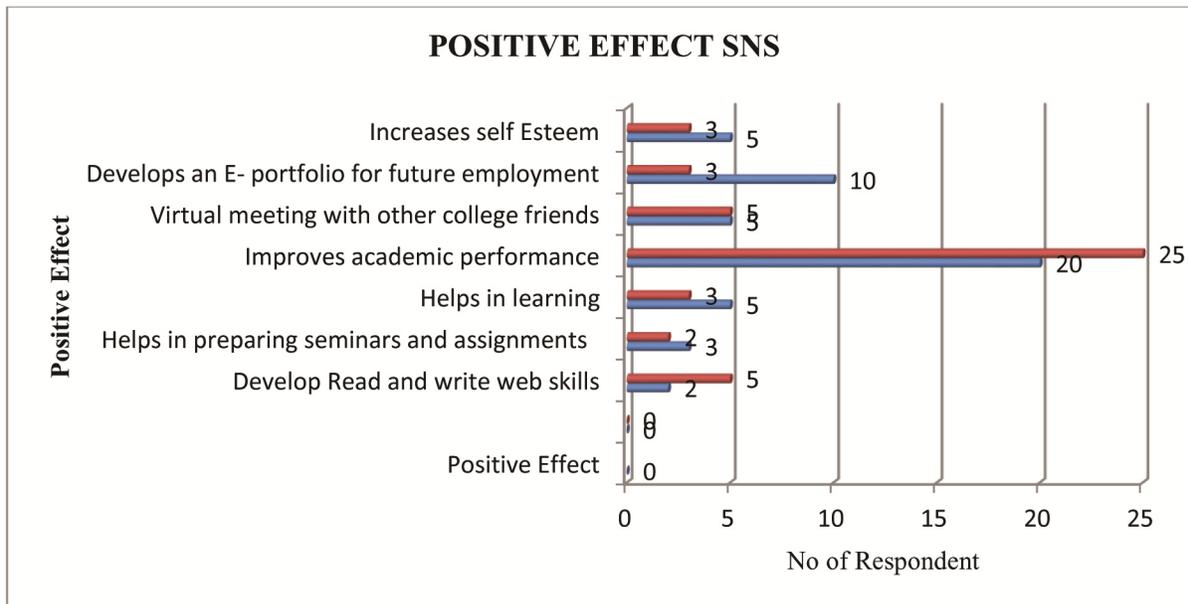
No of Respondent

Positive Effect of Social Networking sites

Negative impact of Social Networking sites

Negative impact	No. of Respondents			
	B.E	M.E	Total	Percentage
Affects academic performance	5	5	10	10.41
Unable to concentrate on studies	5	5	10	10.41
Addicted to social networking sites	5	20	25	26.04
Waste of Time	5	5	10	10.41
Stay Up and Lack of sleep	30	11	41	42.70

Table 9. Negative impact of Social Networking sites

It is clear from the above table 9 that 42.70% of them condemn SNS since it makes them stay up and lack of sleep, 26.04% user addicted to social networking site.

Major Findings

• Majority 60.41% Female and 39.58% male respondents are participated in the survey.

• 86.45% of the respondents are aware of the face book. Thus face book tops among the social networking sites in the knowledge circle of the respondents.

NEGATIVE IMPACT OF SNS
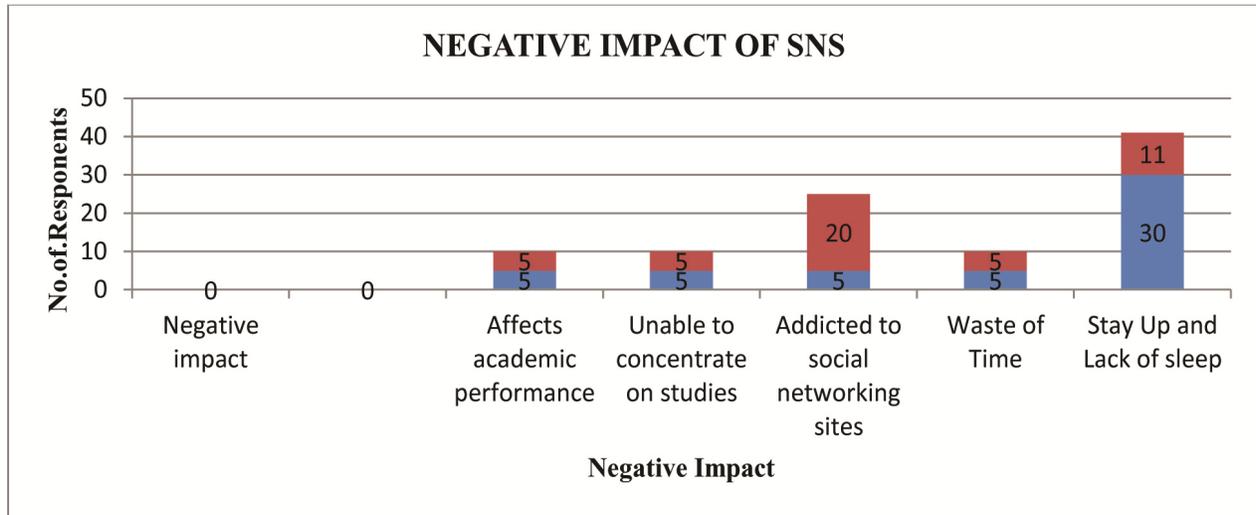
Negative impact of Social Networking sites

• 43.75% Google is used by the maximum number of the respondents. Almost all the respondents are responded that most used social networking sites Google followed by Face book, orkut, twitter, yahoo, etc.

• 92.70% using SNS daily, 7.29% use the SNS use once in a week.

• 64.58% of the respondents access SNS in their homes.

• 78.12% of the users spent SNS 2-3 hrs.

• 36.45% for their professional activities, 26.04%of user for both interacting with friends, 23.95% respondent using SNS for to find useful information or resources.

• 46.87% of the respondents vote for improves academic performance, 13.54% user vote for the SNS for develop an E-portfolio for future Employment.

• 42.70% of them condemn SNS since it makes them stay up and lack of sleep, 26.04% user addicted to social networking site.

6. Conclusion

It is observed that most of the respondents are connected to each other to social networking sites to share experiences, views and participating in creating awareness. Social networking site has become one of the main platforms in the world for sharing concurrent information. The present study is an effort to give an overview of the social networking sites and its probable uses for engineering professionals, and to evaluate how much actual transformation this technology can distribute, while deflating reaffirmation and singling out the real value of these innovations.

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