USE OF SOCIAL NETWORKING TOOLS BY PG STUDENTS IN SCHOOL OF PHYSICAL AND APPLIED LIFE SCIENCES: A STUDY OF CENTRAL UNIVERSITY OF HARYANA, MAHENDERGARH

Pawan Kumar Saini
Assistant Professor
Department of Library and Information Science
Central University of Haryana, Mahendergarh
E-mail Pawansaini@Cuh.ac.in

Saurabh Kaushik
Research Scholar,
Department of Library and Information Science
Central University of Haryana, Mahendergarh

Abstract

This Study is an attempt to investigate the awareness and usage pattern of social networking tools among the postgraduate students of the Central University of Haryana specifically focused on physical and applied life sciences. The study relieved that the most of the students have awareness about using social networking tools like YouTube, WhatsApp, and Google+ etc. However, the students (65.7%) are not aware of Information Technology Act. Most of the students are in favor of integrating and replacing library services with social networking tools.

Keywords: Information Communication Technology, Social Networking Tools**,** and IT Act.

1.0 Introduction Invent of Information and communication technology (ICT) have increased connectivity. The growth of the Internet and World Wide Web has changed the whole world and provide a new way of communication and exchange of information. The endless connectivity and capability to create a system of interaction and collaboration have been made possible only because of ICT and we can observe its impact in every aspect of life. Everyone today needs information as fast as possible. ICT made possible to exchange of information in different formats using different electronic channels in the least time.

Social media tools have become very popular among students and the young generation. Social Networking Tools enables a user to create his or her own page or group or community to communicate ideas views and information among networked people. As per internet live statistics, over 3 trillion (40%) people worldwide is using the Internet out of which about 74% are busy in using social networking tools (Chitumbo, 2015)**.** Social networking is not limited to physical boundaries and widely acceptable in cheaper ways. Social networking web tools generally offer free membership. Social Networking Tools such as **Whatsapp, LinkedIn, Facebook, Twitter, Google+, YouTube, Instagram, etc.** are widely used that allow users to view profiles of other users. It has become an effective medium to share information and thoughts among networked people.

1.1 Definition of Social networking tools

Seufert et al (1999) define social networking in terms of knowledge networking as signifying a number of people, resources, and relationships among them, who are grouped in order to accumulate and use knowledge primarily by means of knowledge creation and transfer processes, for the purpose of creating value and knowledge. The concept of social networking is one of the tools of Web 2.0, which also forms the basis of library 2.0 (Sahoo, 2015).
Boyd and Ellison (2007) defined that social networking web tools allows individuals to construct a public or private profile within a defined system, create a list of other users with whom they share a connection, and view and pass through their list of connections and those made by others within the system. They also noted that these web tools can differ in terms of features and membership. Some web tools allow photo/video sharing, while other social

networking tools allow blogging and messaging. Participation in blogs has been regarded as social networking because blogs support the creation of social connection through blog-roll activities (Sonawane, 2015).

Taylor-Smith & Lindner (2009) defined that wikis, blogs, chat rooms, instant messengers, message boards and social bookmarking are technology applications that have been used to facilitate members' interaction, and thus, have been referred to as social networking tools (Sahoo, 2015).

According to Computing Dictionary (2011), "Social networking site can be defined as any website that is designed to allow multiple users to publish content on them. The information may be in any subject or a particular area and may be for consumption by friends, employers, employees just to mention a few" (Sonawane, 2015).

1.3 Use of Social Networking Tools in Education

SNT is a powerful tool that can foster the revolution in the field of education if we use the SNT in the right direction. These tools have the ability to exchange the information between users in and outside the classroom. And also it is helpful for developing education both at student's level as well as the teaching level. The educational benefits of SNT are fantastic for both the students and the teachers. The use of social networking sites facilitates the learning process by sharing information in the following ways.

- Students can prepare their assignments and presentations with the help of SNT.

- Students and teachers can create digital libraries for their documents for easy access.

- Students can post the messages on the wall.

- Students can create groups of friends with similar interest from joint group discussions to share their ideas.

- It helps to develop their communication skills, expressing their views without inhibition.

- It allows each student to study at his own pace.

- Social networking site has the potential to mobilize library service among students.

2.0 Central University of Haryana

The Central University of Haryana is one of the Central University established under the Central Universities Act, 2009 of the Indian Parliament. Initially, Uuniversity was running in the temporary campus situated in Narnaul. Permanent Campus of the University is situated on 488 acres at Jant-Pali Villages, Mahendergarh district, Haryana. It is NAAC accredation "A Grade ". The University has nine schools comprising of more than twenty-five departments by extending higher education and promoting research in all areas of development with particular emphasis on Science, Technology and Social Sciences. It is also offering three vocational programs and post graduate Diploma in Cooperative Management. At present, the University has the strength of 1084 students, 90 teaching faculties and 58 administrative staff members. (Central University of Haryana, n.d.).

3.0 Objectives of Study

1. To assess the awareness, usage, and perception of social media among students.
2. To identify and evaluate the purpose of using Social Networking Tools for information sharing.
3. Time spent by students in Social Networking Tools.
4. To find out the problems of students in using social networking tools

4.0 Review of Literature

Literature Review is not only written a summary of published and acknowledged works but also documentation of embodied works within the research theme of importance and noted if there is any knowledge gap. The reviews on SNT impact, SNT sociability, and SNT academic performance justified the aspects of the virtual technology and provided rationale for the research question and hypotheses. Review of literature is covered from the year 2014 to 2016 to find out the similar studies performed in the area.

Kaushik, Anna (2016) in her paper found that most of the LIS professionals are aware of the Social Networking tools through Internet and using SNT tools and services for interacting with their users and for marketing of library services but do not have any policy or rules regarding use of SNT tools and services for their respective libraries

which may create question and confusion to use SNT tools and services effectively for libraries. Whereas findings of this study also found that privacy and security of personal information on Social Networking tools and services are a major threat. Nigam, Karnika and Singh, M.P (2016) in their study revealed that most of the faculty members of the State University of Uttrakhand are using Social Networking Tools for academic purpose and they were sharing their research work through this platform worldwide.   Findings show that the faculty members are using social networking sites for the academic purpose and it is enhancing. Other professionals from different countries are connecting to them. So the study has revealed that the social networking site has reduced the distance barrier connecting to them from other regions. The study also indicates that sharing of information made it easy for teaching and learning process. Facebook and WhatsApp are mostly used social networking sites by the faculties.

Alsufyan, Norah Khalid and Aloud, Monira (2016) in their study showed that Twitter is the most frequently used social networking site to communicate with other users. Result found that platform for social media was high but engagements of students were less, whereas publicity and authenticity were medium, while commitment was low except on Twitter. Generally, private universities have overcome the public universities in the context of visibility, branding, authenticity, commitment, and engagement for social media platforms, which shows that they are gaining the attention of the users, which enhance the relationship among the staff and their users. A content analysis method was used in 26 public and 11 private universities. Facebook, YouTube, LinkedIn and Twitter were social networking sites on which study was performed.

Scoltz Brenda and Calitz Andre P. (2015) in their study concluded that there is enhance in knowledge during the campaign and a positive was found between activity on the social media campaign and knowledge. The sample size was of 72 students. The activities of the environmental awareness campaign were conducted using popular social media such as Facebook and YouTube. Through qualitative feedback three other factors that influenced the usage and acceptance of the campaign social media were identified namely: time, attitude and a fast internet connection. Chitumbo, Eness M. Miyanda (2015) in his study found that over 80% of respondents are already using in Social Media Tools. They are using them mostly for social and entertainment purposes and not for academic purposes. The seven (7) top most used social media tools were Facebook, followed by Twitter, YouTube, LinkedIn, MySpace, WhatsApp and Skype. 130 questionnaires were distributed among the users out of which 124 answered and returned the questionnaires for data analysis.

5.0 Study Design

Quantitative research methodology is used to attain the objectives of the study. It is based on survey method by using questionnaire. The Random Sampling Technique is used for the population to get the data for the study. The questionnaire was distributed to the respondents for collecting data to the total population of 120 students from the respective area of study. The raw data was tabulate using frequency count and normal scale.

The suitable statistical methods and techniques have been used in the places of their necessity. All the primary data collected from respondents through questionnaire were entered to IBM SPSS (Statistical Package for Social Sciences) version 20.0 package.

6.0 Scope and limitation

This study is confined to the Use of Social Networking Tools by PG Students in two schools of study in the university and there are seven departments are covered in the study. The study seeks to explore factors like usage, awareness, perception, and difficulty faced by the respondents.

7.0 Data Analysis and Interpretation

The main aim of this study is to assess the use of social networking tools by the students in school of physical and applied life sciences in Central University of Haryana The data collected through the questionnaire have been thoroughly organized and tabulated using SPSS. The whole data concerning the present study is presented in the form of the simple statistical table using frequencies.
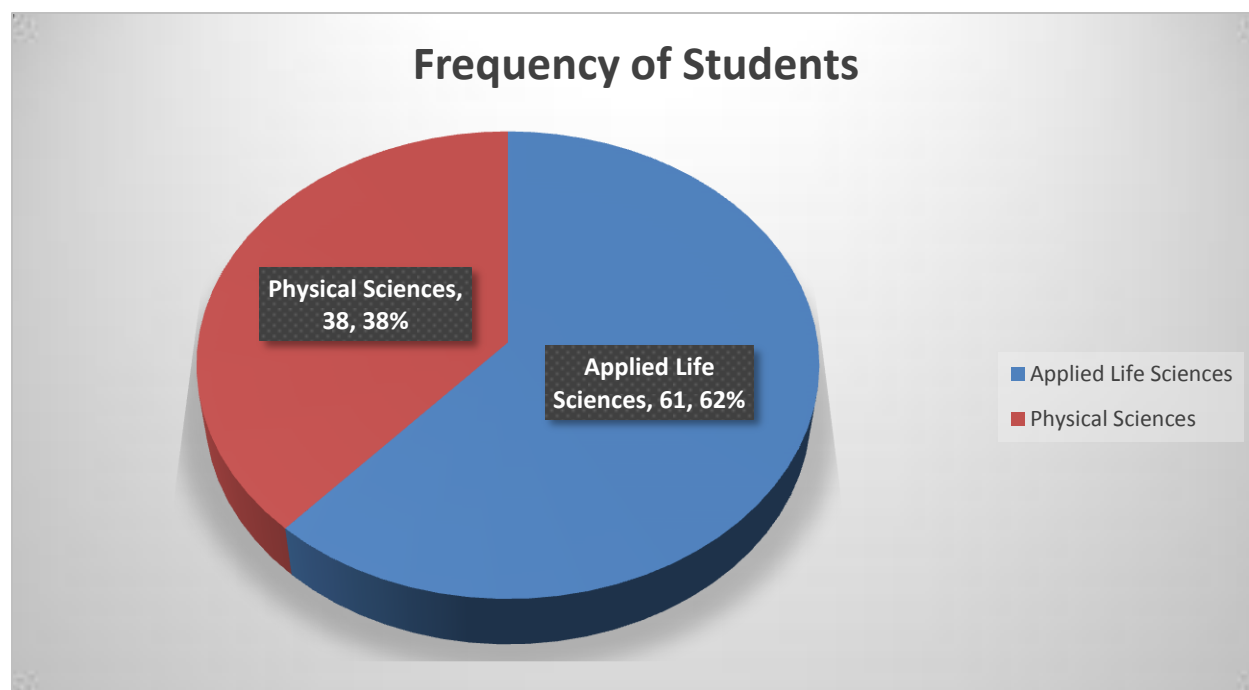
Figure 1. Shows that out of total 99 respondents 61 (61.6%) students are from interdisciplinary and applied life sciences and 38 (38.4%) students are from physical science.

TABLE 1 AWARENESS OF SOCIAL NETWORKING TOOLS (SNT)

Awareness	Frequency	Percent
Yes	81	81.8
No	2	2
Up to some limits	16	16.2
Total	99	100

Table 1 shows that out of 99 respondents 81 (81.8%) are aware regarding social networking tools, 2 (2%) students are not aware regarding SNT and 16 (16.2%) respondents are aware of social networking tools up to a certain limit.

TABLE 2 AWARENESS OF IT ACT

Awareness Regarding IT Act	Frequency	Percent
Yes	15	15.1
No	65	65.7
up to some limit	19	19.2
Total	99	100

Table 2 shows that 15 (15.1%) respondents out of 99 are aware of IT act where 65 (65.7%) respondents are not aware of IT Act and 19 (19.2%) respondents say that they are aware of IT act up to some limit.

Table 3 Most Used Social Networking Tools

Social Networking Site	Yes	No
Youtube	48 (48.5)	51 (51.5)
WhatsApp	44 (44.4)	55 (55.6)
Facebook	16 (16.2)	83 (83.8)
Twitter	7(7..1)	92 (92.9)
Google+	21 (21.2)	78 (78.8)
Snapchat	5 (5.1)	94 (94.9)
LinkedIn	3 (3)	96 (97)
Instagram	12 (12.1)	87 (87.9)

Table 3 Shows that Youtube 48 (48.5%) is most commonly used social networking site by the students in the both of two schools. Next to it WhatsApp 44 (44.4%) is used by the students and the least used social networking site by the students is LinkedIn 3 (3%).

TABLE 4 TIME SPENT ON SOCIAL NETWORKING TOOLS

Social Networking Site	About an Hour	2-4 Hours	More than 4 Hours	Never	Mean	Std. Deviation
Frequency of YouTube	53 (53.5)	25 (25.3)	5 (5.1)	16 (16.2)	1.84	1.104
Frequency of Facebook	40 (40.4)	4 (4.0)	3 (3.0)	52 (52.5)	2.68	1.449
Frequency of Twitter	18 (18.2)	2 (2.0)	0	79 (79.8)	3.41	1.178
Frequency of WhatsApp	44 (44.4)	17 (17.2)	16 (16.2)	22 (22.2)	2.16	1.218
Frequency of LinkedIn	8 (8.1)	2 (2.0)	0	89 (89.9)	3.72	0.858
Frequency of Instagram	22 (22.2)	6 (6.1)	2 (2.0)	69 (69.7)	3.19	1.275
Frequency of Snapchat	6 (6.1)	5 (5.1)	1 (1.0)	87 (87.9)	3.71	0.824
Frequency of Google+	33 (33.3)	11 (11.1)	8 (8.1)	47 (47.5)	2.7	1.359

Table 4 deals with the frequency of using social networking tools. Each statement represents with mean value. The higher mean value shows that higher rate of usage and Lower mean value shows comparatively lower usage frequency of the social networking tools. Frequency of YouTube (mean= 1.84), frequency of Facebook (mean= 2.68), frequency of Twitter (mean= 3.41), frequency of WhatsApp (2.16), frequency of LinkedIn (3.72), frequency of Instagram (mean= 3.19), frequency of Snapchat (3.71), frequency of Google+ (mean= 2.7).

Out of 99 respondents 53 respondents uses YouTube about an hour, 25 respondents uses WhatsApp for 2-4 hours, 5 of them uses it for more than 4 hours and 16 of them uses it never.
Out of 99 respondents 40 of them uses Facebook about an hour, 4 of them use it for 2-4 hours, 3 uses more than 4 hours and 52 of them uses it never.
Out of 99 respondents 18 of them uses Twitter about an hour, 2 of them use it for 2-4 hours, 79 of them uses it never.
Out of 99 respondents 44 of them uses WhatsApp about an hour, 17 of them use it for 2-4 hours, 16 uses more than 4 hours and 22 of them uses it never.
Out of 99 respondents 8 of them uses LinkedIn about an hour, 2 of them use it for 2-4 hours and 89 of them uses it never.
Out of 99 respondents 22 of them uses Instagram about an hour, 6 of them use it for 2-4 hours, 2 of them uses for more than 4 hours and 89 of them uses it never.
Out of 99 respondents 6 of them uses Snapchat about an hour, 5 of them use it for 2-4 hours, 1 of them uses for more than 4 hours and 87 of them uses it never.

Out of 99 respondents 33 of them uses Google+ about an hour, 11 of them use it for 2-4 hours, 8 of them uses for more than 4 hours and 47 of them uses it never.

TABLE 5 NEGATIVE ASPECTS OF SNT

Negative Aspect of SNT	Frequency	Percent
Yes	35	35.3
No	17	17.2
Up to Some limit	47	47.5
Total	99	100

Table 5 Shows that 47 (47.5%) of the respondents feel that there is a negative aspect of using the SNT up to a certain limit. Whereas 35 (35.3%) of the respondents believe that there is a negative aspect of using the social networking tools. Whereas 17 (17.2%) of the respondents says that there is no negative aspect of using SNT.

TABLE 6 EFFECT OF SNT ON LIBRARY

Effect of SNT	Yes	No	Up to Some Limit
Integration with library	89 (89.9)	10 (10.1)	0
Replacement of Library Services	29 (29.3)	26 (26.3)	44 (44.4)
Convenient	56 (56.6)	6 (6.1)	37 (37.4)
Decreasing Reading Habits	37 (37.4)	25 (25.3)	37 (37.4)

Table 6. Shows that majority of respondents 89 (89.9%) believe that SNT should be integrated with the library services. Out of 99 respondents, 56 (56.6%) also says that it is convenient to use social networking tools in comparison with the library. Next, to it, 37 (37.4%) of the respondents believe that due to the use of SNT reading habits are decreasing. Whereas 29 (29.3%) of the respondents believe that SNT are replacing library services and 44 (44.4%) of them says that SNT is replacing library services up to a limit.

TABLE 7 USAGE PATTERN OF SNT

Usage Pattern	Yes	No	Percentage
Social	26 (26.3)	73 (73.7)	100
Notes Preparation	11 (11.1)	88 (88.9)	100
Presentation	7 (7.1)	92 (92.9)	100
Entertainment	20 (20.2)	79 (79.8)	100
All of them	62 (62.6)	37 (37.4)	100

Table 7. Shows that out of 99 respondents 62 (62.6%) uses social networking tools for the social purpose, Notes preparation, presentation, and Entertainment. Next, to it, they use SNT for the purpose of Social Activities 26 (26.3%). Usage of SNT for Entertainment purpose is 20 (20.2%). Out of 99 respondents, 11 (11.1%) use SNT for the notes purpose and only 7 (7.1%) of them use SNT for the present purpose. This table shows that majority of respondents uses SNT for all purpose.

TABLE 8 PROBLEM FACED IN USING SNT

Reason/Problems	Yes	No
Fake Profile	54 (54.5)	45 (45.5)
Explicit Contents	13 (13.1)	86 (86.9)
Wastage of Time	40 (40.4)	59 (59.6)

| Hate Contents | 10 (10.1) | 89 (89.9) |
| Illegal Behavior | 18 (18.2) | 81 (81.8) |

Table 8 shows that the most harmful effect of using social networking site is fake profile i.e. 54 (54.5%) respondents believe that fake profile is one of the biggest drawbacks of social networking site. Next, to it, 40 (40.4%) respondents say that usage of SNT is wastage of time. Whereas 10 (10.1%) of the respondents believe that the reason of not using SNT is hate contents

8.0 Findings

- The overall majority of the respondents (81.8%) were aware of using social networking tools, whereas (16.2%) were partially aware regarding the use of social networking tools.
- In the context of awareness of the IT Act (65.7%) were not aware of IT Act and (19.2%) students are limitedly aware of social networking tools and only (15.1%) students were aware of IT act.
- The study revealed that Youtube (48.5%) and WhatsApp (44.4%), next to it Google+ (21.2%) are the most popular social networking tools used by the students of the university.
- It was also explored that 62.5% students are using social networking tools for the purpose of social, notes preparation, presentation, and entertainment.
- Also it was found that 76.7% of the total strength have no problem while using social networking tools, while 32.7% of the students faced problem while using social networking tools.
- Out of total population, 89.9% respondents were in favor that library services should be integrated with the social networking tools, whereas 10.1% of the respondents were not in favor of integrating social networking tools with library services.
- The social networking tools are replacing the library services, 44.4% of the respondents believe that social networking tools are replacing the library services up to some limit, whereas 29.3% of the respondents believe that social networking tools are replacing the library services.

- Social Networking Tools is more convenient to use for information sharing than library services, result indicates that 56 (56.6%) of the students found that it is convenient to use social networking tools for sharing information.

9.0 Conclusion

The present study on the use of social networking tools by the PG students in School of Physical and Applied life Sciences found the awareness, usage, effects, and problems to use Social Networking Tools. In the context of awareness, most of the respondents are aware of sharing information using social networking tools. Most of the students are using social networking tools for the socializing, notes preparation, presentation, and entertainment. Also, it was revealed that more than half students are not aware of IT act. Also, the majority of the students uses YouTube and WhatsApp. It is also revealed that due to the use of social networking tools, library services are affected and replaced up to some limit and it is also found that it is convenient to use social networking site than the use of library services. The majority of students also feel that library services should be integrated with social networking tools. Also, the majority of students feel that reading habits are decreasing by the extensive use of social networking tools.

10.0 Suggestions

In view of present study following suggestions are formulated.
- Since social networking is being extensively used, it should be monitored.
- Security issues generated by the social networking tools should be taken seriously.
- Facilities of social networking sites should be integrated with the library web page.
- For interacting with students for academic activities there should be the use of social networking tools.

11.0 Reference

1. Alsufyan, N. K.and Alound , Monira (2016). The state of social media engagement in Saudi Universities. *Journal of Applied Research in Higher Education, Vol. 9* (Issue: 2), 267-303. doi:10.1108/JARHE-01-2016-0001.
2. *Central University of Haryana*. (n.d.). Retrieved from www.cuh.ac.in: http://www.cuh.ac.in/information-about-cuh.aspx on 28th April 2017
3. Chitumbo, Eness. M.Miyand (2015). Social Media Tools for Academic Library Services. *International Journal of Humanities and Social Science Invention*, 33-40.
4. *Facebook*. Retrieved from https://www.facebook.com/pg/facebook/about/?ref=page_internal on 30th April 2017.
5. *Instagram*. (n.d.). Retrieved from https://www.instagram.com/about/us. on 1st May 2017
6. Kaushik, Anna. (2016). Use of Social Networking Sites Tools and Services by LIS Professionals for Libraries: A Survey. *DESIDOC Journal of Library & Information Technology*, 284-290.
7. *linkedin*. Retrieved from https://in.linkedin.com on 2nd May 2017
8. Nigam, Kamika. and Singh, M. P. (2016). The impact of Social Networking Sites in Scholarly Communication by. *DESIDOC Journal of Library & Information Technology*, 191-301.
9. Sahoo, D. a. (2015). Social Networking Tools for Library Services. *International Journal of Innovative Science, Engineering & Technology*, 702-714.
10. Scholtz, Brenda and Calitz, Andre P (2015). Evaluating students' social media use for extra curricular education. *Journal of Applied Research in Higher Education*, 05-23.
11. Sonawane, K. S. (2015). Social Networking Tools for Academic Libraries. *E-journal of Library and Information Science*, 01-13.
12. *Twitter*. Retrieved from Wikipedia https://about.twitter.com/company on 3rd May 2017.
13. *Google+* Retrieved from Wikipedia https://en.wikipedia.org/wiki/Google%2B on 3rd May 2017.
14. *Snapchat* Retrieved from Wikipedia https://en.wikipedia.org/wiki/Snapchat. on 8th May 2017
15. *WhatsApp*. Retrieved from Wikipedia https://en.wikipedia.org/wiki/WhatsApp. on 7th May 2017.
16. *YouTube*. Retrieved from https://www.youtube.com/yt/about. on 11 th May 2017.

114 | P a g e

Pawan Kumar Saini- Use Of Social Networking Tools By PG Students in School of Physical and Applied Life Sciences: A Study of Central University of Haryana, Mahendergarh