SHARING OF DIGITAL INFORMATION THROUGH SNSS AMONG RESEARCH SCHOLAR AT GURU GHASIDAS VISHWAVIDYALAYA: A STUDY

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Abstract: Due to technological advancement features of information communication technology has significant impact on the communication, interaction and dissemination of digital information through the SNSs in the virtual environment. SNSs are a universal interaction platform to acquire and share digital content or information without any discrimination of cast, religion, gender, nationality or language. Social networking sites has empower to the users community for powerfully, speed up and exchange their individuals or group ideas, thoughts, on social, cultural, political,   academic event and research interest information. This paper deals with awareness and   use of social networking sites and about their educational features, uses and their frequency of visit, place of access, year of experience etc. It is also highlighted the purposes to utilize social networking sites.

Keyword: Sharing of digital Information, Social Networking Sites, Guru Ghasidas Vishwavidyalaya.

1.0 Introduction:

In the present scenario social networking sites have been made most popular tool among academician for sharing digital information on   different issues like   religion, social, political views, perform social responsibilities, individuals- group interaction, chatting or communication , and share research and academic events related to digital information for everyone colleagues who has used it .Social networking sites have become integrated part of the daily academic lives, most visibly those of young teachers, students and research scholars. Although academician have been using the internet to connect with others since the early 1989s, after the World Wide Web. Social Networking Sites (SNS) have become a popular virtual interaction place that allowing users to willingly post individual information's, send and receive message, stay connected online with their offline friends and new online friends, or share photos, videos, bookmarks, blogs, private messages and join groups. Social networking is possible in school, college, university etc. It is a popular communication tool or channel on the internet where peoples come to online using websites. These websites are known as social networking sites.

"Wikipedia characterizes informal organization benefit as online stage that attention on building and reflecting interpersonal organizations or social relations among individuals who share interests and exercises. It is an online group of clients of the web. Online Social systems administration destinations have virtual sorts of correspondence that enables people clients to associate with each other." These concepts arise from basic need of human beings to stay together in groups forming a community. Social networking sites, email, instant messaging, video- and photo- sharing sites and comment posting are all tools that help people to communicate and socialize with each other (Mooney, 2009). Presently most of the   libraries and information centre are utilizing social networking websites for the promotion of library and information services and getting feedback from the users which are used for the betterment of the library activities and services. Therefore, it is necessary to evaluate the use of the social networking website by the library users. The membership of these websites is open for all, those who have an e-mail ID of any service providers like Yahoo, Google, Rediff mail, Hotmail, etc. can sign and utilized it." Social networking services can be defined as:

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- Web-based services that allow individuals to construct a public or semi-public profile within a bounded system,
- Articulate a list of other users with whom they share a connection, and View and traverse their list of connections and those made by others within the system. The nature and nomenclature of these connections may vary from site to site (Boyd & Ellison 2007).
- As an internet or mobile-based social space where people can connect, communicate, and create and share content with others.
- Social Networking Services (SNS) are changing the ways in which people use and engage with the internet and with each other. Young people particularly are quick to use the new technology in ways which increasingly blur the boundaries between their online and offline activities.
- Furthermore, the strong sense of community and belonging fostered by SNS has the potential to promote resilience, which helps young people to successfully adapt to change and stressful events importantly.

2.0 Review of Literature

Sonker, S.K. (2014) explored that 98.72% of P.G. students and research scholars have awareness of social networking sites and majority of users (91.41%) became aware of it through internet. It is found that face book is one of the most popular SNSs among users. The study revealed that the main purpose of the utilization of social networking sites are: expressing individuality and creativity, discussion on social and cultural events, updating knowledge, sharing information, comments, opinion, photograph, videos, etc. libraries utilizing social networking sites for sharing of information related to product, services, and programmes.

Sahu, N.K. (2016) Focused on the use of social networking sites in different areas. Finding of the was that majority of 30(68.18%) respondents frequently used facebook, 24(54.54%) Google and 02(04.54%) used twitter SNS respectively. Social networking provides the various ways to the faculty members to interact with each other. They keep themselves updated by surfing profile of each other, posting of message, video and photos share professional and personal information at international online platform.

Geetha, M. Etc. (2016) studied awareness and use of social networking sites among engineering student. Finding of the study was that all students were 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. Face book 98% and YouTube 77% 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.

Helen N. Eke Miss (2014) carried out to investigate the use of social networking sites among the undergraduate students of university of Nigeria Nsukka. The result of the study reveals that mostly all the student were using the social networking sites in interaction with friends, connecting to their class mates for online study and for discussing serious national issues and watching movies etc. There are also laudable benefits of using social networking sites and dangers associated with social networking and such dangers can be ameliorated using the strategies available in the work. Drawn from the findings, it was recommended that university Authorities should organize seminars to enlighten students on the not-so good aspects of social networking sites etc. In addition useful suggestions for further research were equally made.

Horizon (2009) has been describes in the last decade that social networking services have proliferated and their use has become a widespread practice – particularly amongst young people.

3.0 Educational Features of SNSs

Social networking sites has been most preferred networking sites for acquire the exploring information in the information age.
 That there are a number of significant benefits associated with the use of SNS including:
- Delivering educational outcomes;
- Facilitating supportive relationships;
- Identity formation and promoting a sense of belonging and self-esteem.
- To create   online community of academician for share digital information.
- Online publishing national or international event such as seminar, workshop, conference, refresher course, symposium, etc.

- These are web based services allowing users to create own profile of interest and share it with friends, colleagues, professionals, etc.

4.0 Objectives of the Study:

1. To explore the awareness, frequently use and popular social networking sites used by scholars of GGU.
2. To locate the places of access, frequency of visits and time spend on social networking sites.
3. To investigate the purpose of using social networking sites.
4. To know the awareness and use of educational features.
5. To find the devices used by researcher for SNSs.

5.0 Methodology:

A survey has been conducted for the study. The questionnaires for data collection comprise the 13 questions with an option to express any comment regarding the use of social networking sites. A questionnaire was designed with questions like, frequency of use, Awareness and use of social networking sites, mostly used of social networking sites, frequency of visiting social networking sites by users and Time spend on social networking sites by the research scholar in Guru Ghasidas University. A detailed questionnaire was formulated to collect the information for data analysis. A simple random sampling technique was adopted for data collection. The questionnaires were distributed to the research scholar on their visit to the department. 54 questionnaires were distributed to the research scholar on randomly basis. Total 41 questionnaires were received duly filled-in out of 54 questionnaires. The study covers only the 3 School of study in arts, social science and management and commerce under their various departments situated in UTD (University Teaching Department).

6.0 Data Analysis and Interpretations

For the present study, a total number of 41 questionnaires collected among the research scholar of Guru Ghasidas Vishwavidyalaya, Bilaspur (C.G.) which constitute a major database for the study.

Table – 1 Detailed of the Respondents

Gender	Number of Respondents	Percentage (%)
Male	31	75.61
Female	10	24.39

The above table demonstrates that, out of 41 respondents 31(75.61%) male and 10(24.39%) are female.

Table 2-Age Wise Distribution of Respondents

Age- wise Distribution	No. of Respondents	Percentage (%)
22-25	7	17.07
26-29	27	65.85
30 -33	5	12.19
34 above	2	4.87

These table shows that, out of 41 respondents 27(65.85%) respondents belong to the age of 26-29; followed by 7(17.07%)respondents having age group 22-25; 5(12.19%) having 30-33 and a minimum 2 (4.87%) respondents belong to the age group of 34 above respectively.

Table-3 Department Wise Distribution of Questionnaires

S.N.	Department	Questionnaire Distributed	Questionnaire Received (%)
1	Physical Education	11	9
2	Library Science	2	2
3	Commerce	5	3
4	History	3	2
5	Hindi	5	5
6	Education	12	12
7	English	5	3
8	Political Science	6	3
9	Anthropology	5	2
	Total	54	41

Depicts that 54 questionnaires were distributed and 41questionnaires received along with the response. It was indicative of healthy participation by the users. Total 75.92% of questionnaire received. The highest response ratio of receiving the questionnaires from education department 100% and lowest ratio of Anthropology department is 40%.

Table-4Awareness and use of Social Networking Sites

S.N.	Awareness of SNSs	Research Scholar	Total	Percentage (%)
1	Yes	39	41	95.12%
2	No	2	41	4.87%

It is found that 39(95.12%) respondents having awareness of various social networking sites.

Table- 5 Awareness and Use pattern of Educational Features of SNS

Educational Features on SNSs	Awareness and Use	Percentage (%)
Content Creation	37	(90.24%)
Group Management	36	(87.80%)
Exchanging Information	41	(100%)
Creating Survey and Quantifying the Feedback	30	(73.17%)
Publishing News	11	(26.82%)

It was found that majority of 41 (100%) respondents aware and use of educational features of SNS like exchanging digital information, 37(90.24%) content creation, 36(87.80)group management and 30(73.17%)able to found creating survey and quantifying the feedback through SNS.

Table- 6 Mostly Used of Social Networking Sites

Social Networking Sites	No of Respondents	Frequently used (%)
Facebook	37	(90.24%)
Whatsapp	39	(95.12%)
Linkden	12	(29.26%)
Twitter	10	(24.39%)
Youtube	30	(73.17%)
Orkut	8	(19.51%)
Google+	9	(21.95%)
Hike Messanger	25	(60.97%)
Instagram	18	(43.90%)

It is seen from above table that a majority of the 39(95.12%) respondents frequently used whatsapp; followed by 37(90.24%) respondents have frequently used facebook, 30(73.17%) youtube, 25(60.97%)hike messenger, 25(43.90%) Instagram, linkden 12(29.26%), 10 (24.39%) twitter, 9(21.95%) google+ and 8(19.51%) respondents used Orkut SNS respectively.

Table-7 Frequency of visiting social networking sites by users

Frequency of login	No of Respondents	Percentage (%)
Several Times a day	23	56.08%
At least once in a day	9	21.95%
Once in a week	4	9.75%
Once in month	4	9.75%
when need to visit	1	2.43%

The above table caters that, a majority of 23(56.08%)respondents have frequently visiting several times a day on SNS; followed by 9(21.95%) respondents have frequently visiting at least once in a day, 4(9.75%) once in a week, 4(9.75%) respondents have visiting once in month and 1(2.43%)respondents have visiting frequently when they need to visit.

Table-8 Time spend on social networking sites

Types of frequency	Time spent	Respondents Percentage (%)
Daily	1-2 hour	18(43.90%)
Weekly	3-4 hour	9(21.95%)
Fortnight	5-6hour	8(19.51%)
Monthly	6-8 hour	4(9.75%)
When they need	Less than 1 hour	2(4.87%)

Above table show that out of 41 respondents a majority of 18(43.90%) respondents have time spend on daily bases 1-2 hour; followed by 9(21.95%) respondents time spend on weekly 3-4 hour, 8(19.51%) respondents have time spend on fortnight 5-6 hour, 4(9.75%) respondents have spend 6-8 hour on monthly and minimum 2(4.87%) respondents have when they need less than 1 hour time stay logined.

Table -9 Place of Access SNSs

Place of Access SNS	Percentage (%)
Home	25(60.97%)
Campus/ Canteen	9(21.99%)
Library	2(4.87%)
Department	5(12.19%)

Regarding the place where the respondents most feeling comfortable access to be connected with SNS found from the above table that, a maximum of 25(60.97%)respondents have stated from home ; 9(21.99%)have stated from campus or canteen, 2(4.87) central library and 5(12.19%) access on the department.

Table10. Most Preferred devices for accessing SNSs

Devices	Percentage (%)
Mobile	26(63.41%)
Laptop	12(29.26%)
Desktop	2(4.87%)
Tablet	1(2.43%)

Most of the respondents 26(63.41%) have preferred mobile for accessing SNS, 12(29.26) laptop, 2(4.87%) desktop and only 1(2.43%) having preferred tablet for accessing SNS.

Table-11 Purpose of Accessing SNSs

Purpose of Using SNS	Number of Respondents	Percentage (%)
Professional Interaction	32	(78.04%)
For Entertainment/ Exchanging Digital Information	8	(19.51)
For connected and more touch with family and friends and To know the friends and family activities	34	(82.92%)
To know the Research trends workshop, seminar, conference etc.	31	(75.61%)
Creating surveys and quantifying the feedback.	4	(9.75)

The information gathered in above table to know the basic purpose of using SNS, it is the clear from that table , a maximum of the respondents 34(82.92%) respondents have used SNS for stay connected to more and more touch with family and friends circle to know the friends and family activity; followed by 32(78.04%) respondents have used for professionals interaction, 31(75.61%) respondents have used to know the research trends, workshop, seminar, conference purpose etc,8(19.51%)for entertainment and exchanging digital information and 4(9.75%) respondents have used to creating survey and quantifying feedback of question.

Table-12 Number of Friends on SNS

Number of Friends	No. of respondents	Percentage (%)
1-50	16	39.02%
51-100	5	12.19%
101-150	2	4.87%
151-200	9	21.95%
More than 200	9	21.95%

Table show that out of 41 respondents a majority of 16(39.02%) respondents have number of friends 1-50; followed by 9(21.95%) respondents have more than 200 friends, 9(21.95%)respondents have 151-200 friends, 5 (12.19%) respondents have number of friends 51-100, and 2(4.87%) respondents have 101-150 number of friends circle in SNS perspective.

Table-13 Experience with the use of SNS

Social Networking Sites	Experience	No. of Respondents	Percentage (%)
Twitter	Less than 1year	4	9.75%
Whatsapp	1-3 year	18	43.90%
Facebook	4-6 year	13	31.70%
Youtube	More than 7 year	6	14.63%

To know the experience in using SNS it was seen from the above table that a majority of 18(43.90%) respondents have 1-3year experience; followed by 13(31.70%) respondents have 4-6 year experienced,6(14.63%) respondents have more than 7 years experienced and minimum 4(9.75%) respondents have less than put 1 year experienced respectively.

7.0 Major Findings

Following are some major finding from the analysis and interpretation of data;

- It is seen from above that a majority of the 39(95.12%) respondents frequently used whatsapp; followed by37(90.24%) respondents have frequently used facebook, 30(73.17%) youtube, 25(60.97%)hike messanger , 25(43.90%) instagram, linkden12 (29.26%)10(24.39%) twitter, 9(21.95%) google + and 8(19.51%) respondents used orkut SNS respectively.
- It is known form above table that, a majority of 23(56.08%) respondents have frequently visiting several times a day on SNS; followed by 9(21.95%) respondents have frequently visiting at least once in a day, 4(9.75%) once in a week, 4(9.75%) respondents have visiting once in month and 1(2.43%) respondents have visiting frequently when they need to visit.
- Table show that out of 41 respondents a majority of 18(43.90%) respondents have time spend on daily bases 1-2 hour; followed by 9(21.95%) respondents time spend on weekly 3-4 hour, 8(19.51%) respondents have time spend on fortnight 5-6 hour, 4(9.75%) respondents have spend 6-8 hour on monthly and minimum 2(4.87%) respondents have when they need less than 1 hour time spent at any time logined.
- it is found that majority of 41 (100%) respondents aware and use of educational features of SNS like exchanging digital information, 37(90.24%) content creation, 36(87.80)group management and 30(73.17%)able to found creating survey and quantifying the feedback through SNS.
- to know the basic purpose of using SNS it is the clear from that table , a maximum of the respondents 34(82.92%) respondents have used SNS for stay connected to more and more touch with family and friends circle to know the friends and family activity; followed by 32(78.04%) respondents have used for professionals interaction, 31(75.61%) respondents have used to know the research trends, workshop, seminar ,conference purpose etc,8(19.51%)for entertainment and exchanging digital information and 4(9.75%) respondents have used to creating survey and quantifying feedback of question.
- Regarding the place where the respondents most feeling comfortable access to be connected with SNS found from the above table that, a maximum of 30(73.17%)respondents have stated from home ; 9(21.99%)have stated from campus or canteen, 2(4.87) central library and 5(12.19%) access on the department.
- it is found that majority of 41 (100%) respondents aware and use of educational features of SNS like exchanging digital information, 37(90.24%) content creation, 36(87.80)group management and 30(73.17%)able to found creating survey and quantifying the feedback through SNS.
- Most of the respondents 26(63.41%) have preferred mobile for accessing SNS, 12(29.26) laptop, 2(4.87%) desktop and only 1(2.43%) having preferred tablet for accessing SNS.
- Table show that out of 41 respondents a majority of 16(39.02%) respondents have number of friends 1-50; followed by 10(24.39%) respondents have more than 200 friends, 9(21.95%)respondents have 151-200 friends, 5 (12.19%) respondents have number of friends 51-100, and 2(4.87%) respondents have 101-150 number of friends circle in SNS perspective.
- To know the experience in using SNS it was seen from the above table that a majority of 18(43.90%) respondents have 1-3year experience; followed by 13(31.70%) respondents have 4-6 year experienced,6(14.63%) respondents have more than 7 years experienced and minimum 4(9.75%) respondents have less than put 1 year experienced respectively.

8.0 Suggestions

Maximum time of the academic session   Social networking sites has been blocked due to some reason by administration. So respondents use own self data for accessing, sharing and receiving digital information in the social networking sites. So promoting library and information services through social networking sites it is necessary to network administration for unblocking the various SNS.

9.0 Conclusion

The present study focused on the use and awareness of social networking sites and their educational features in academic sector among research scholars of guru Ghasidas University. Maximum of the research scholars are aware and use about SNSs and their educational features. SNSs have provided wide range of the interaction and communication among research scholar. They keep themselves up-to-date by surfing social networking sites, they posting of massage, academic event like seminar, conferences, workshop, and other research related audio-video and photos to each other and their circle of academic professional. In the present time SNSs has a powerful tool to know the various research activity at the time of the world.

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