

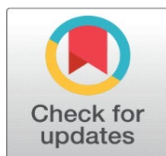
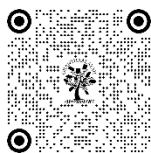


USE AND IMPACT OF SOCIAL NETWORKING SITES ON RESEARCH SCHOLAR PG STUDENTS OF DR SHAKUNTALA MISRA NATIONAL REHABILITATION UNIVERSITY, LUCKNOW (INDIA): A SURVEY

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ABSTRACT

Advancements in information communication technology have significantly impacted communication and the dissemination of information on the web. The web serves as a common platform for acquiring and sharing information without discrimination. Social networking sites empower users to efficiently and expediently exchange their ideas and thoughts on social, cultural, and academic interests. This paper explores the use of social networking websites among PG students and describes their awareness, popularity, and frequency of visit. Additionally, it highlights the purposes for utilizing social networking websites. The study also investigates the opinions of users regarding barriers, advantages, and disadvantages of social networking sites.

Keywords: Social Networking Sites, Facebook, Information Communication, Social Media, Academic Interest

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1. INTRODUCTION

Social networking sites are online platforms that allow users to create personal profiles, connect with other users, and share content such as text, photos, videos, and links with their network. These sites often facilitate communication and interaction among users based on shared interests, relationships, or professional connections. Examples include Facebook, Twitter, LinkedIn, and Instagram.

The social media are the collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. The websites and applications dedicated to forums, micro blogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media. The social

media have become an integral part of life online as social websites and applications proliferate. The social media have also become an all-pervasive online media which include social components, such as comment fields for users.

2. DEFINITION

Danah Boyd (2007) [1] "Social network sites are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system." Boyd & Ellison (2007) [2] "Social network sites are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connection, and (3) view and traverse their list of connections and those made by others within the system." Kaplan and Haenlein (2010) [3] "Social networking is a phenomenon that has transformed the way people around the world communicate, work, and play. It offers a platform for people to share their lives, opinions, and interests with others, while also providing a space for businesses to connect with customers and clients in new and innovative ways."

3. SOCIAL NETWORKING SITES

- **Facebook:** Facebook is a social networking platform that allows users to create personal profiles, connect with friends, share updates, photos, videos, and engage with content posted by others. It also offers features like groups, events, and pages for businesses, organizations, and public figures.
- **Instagram:** Instagram is a photo and video-sharing social networking platform. Users can upload photos and videos, apply filters and effects, share them with followers, and engage with content through likes, comments, and direct messages. Instagram also offers features like stories, IGTV, and shopping.
- **YouTube:** YouTube is a video-sharing platform where users can upload, view, like, comment on, and share videos. It hosts a wide range of content, including music videos, vlogs, tutorials, documentaries, and more. YouTube also offers features like live streaming, premium subscriptions, and creator tools.
- **LinkedIn:** LinkedIn is a professional networking platform designed for career development, networking, and job searching. Users can create professional profiles, connect with colleagues and industry professionals, join groups, share articles and insights, and search for job opportunities.
- **Twitter:** Twitter is a microblogging platform that allows users to post short messages called tweets. Tweets can include text, photos, videos, links, and hashtags. Users can follow each other, retweet, like, and reply to tweets, facilitating real-time conversations and sharing of information.
- **WhatsApp:** WhatsApp is a messaging app that allows users to send text messages, voice messages, make voice and video calls, and share photos, videos, documents, and locations with their contacts. It offers end-to-end encryption for privacy and is widely used for personal and group communication.

4. REVIEW LITERATURE

Masalimova, Alfiya.R., and others (2023)[4] This paper analyzed the effects of social networking sites (SNS) on university students' academic performance. In this study, the peer-reviewed articles were taken from the SCOPUS database. The 22 articles meeting the inclusion criteria were involved in the analysis. Choudhary and Baskaran (2022) [5] This research examines the determinations about exploiting social sites through means of youngsters and teenagers. It has remained completed on the way to execute the period consumed on surfing social sites by youngsters. It emphasizes on optimistic & pessimistic impacts of utilizing social media on the existence expectancy of youngsters. Nduka, Stella C. (2021) [6] The study also revealed that social network tools were highly used by LIPs in the academic libraries studied and the types of social media used by LIPs was also revealed. The major challenges faced in the use of social media include inadequate power supply, lack of Internet access and time constraints. The paper recommended that to enhance the use of social media by LIPs, there is need for constant awareness of the importance of social media tools to LIPs and libraries in effective service delivery, LIPs should be ready to learn, unlearn and be learned in the use of social media and university libraries should provide enabling environment such as internet connectivity, power supply

and policy to guide LIPs in social media usage. Hashim, Rabab. A.R(2020) [7] the paper also highlights the negative social effects of SNS, such as reduced privacy and social skills, increased probability of family disintegration, conflicts between parents and children, marital dissatisfaction, jealousy, and encouragement of marital infidelity. Sivakumaren et al. (2019) [8] reported that majority of research scholars are highly aware of profile and collaboration sites (82.00%) which is placed on first rank followed by author ID (67.80%) with second rank and citation / reference management sites (63.20%) with third rank. It is also found that the level of awareness on book marking sites (51.50%) is found less among the research scholars with fourth rank.

4.1. OBJECTIVE

- 1) To delve into the awareness, frequent usage, and popularity of social networking sites.
- 2) To identify the access points, frequency of visits, and time spent on social networking sites."
- 3) To investigate the purposes behind social networking site usage."
- 4) To explore the barriers, drawbacks with social networking sites."

4.2. RESEARCH QUESTIONS

The following research questions were used to guide the study

- 1) How much time do students typically spend on social networking sites daily?
- 2) What is the frequency of social media usage among students?
- 3) What are the primary purposes for students using social media?

5. SCOPE OF THE STUDY

The scope of the present study is limited to the Research Scholars and Postgraduate (P.G.) students of Dr. Shakuntala Misra National Rehabilitation University, Lucknow. The study aims to examine the use and impact of social networking sites on users' performance, awareness, and barriers, and to determine whether they serve a positive or negative purpose.

6. METHODOLOGY

To assess the current status of the topic, a survey was conducted. A comprehensive questionnaire was designed to gather information for subsequent data analysis. A pilot study was undertaken to assess the accuracy and utility of the questionnaire, followed by necessary revisions. The researcher visited Dr. Shakuntala Misra National Rehabilitation University (DSMNRU) to distribute the questionnaire and collect data.

7. DATA ANALYSIS:

Out of the 200 questionnaires distributed, 154 respondents provided complete responses. After receiving the questionnaires from the student community, their responses were analyzed using percentages and graphically represented. This analysis helped in understanding the distribution of responses and visualizing trends or patterns in the data.

1) Profile of the Department

Table 1

Department	Research Scholars	Post Graduate
Education	8	33
History	4	18
Hindi	4	24
Microbiology	2	13
English	3	22
MPO	0	7

Statistics	2	14
Total	23	131

Table 1 indicates that out of the 200 questionnaires distributed, 154 were returned with responses, demonstrating a robust level of participation from the users. This accounts for a total response rate of 77%.

2) Awareness of social networking sites

Table 2

Recognition of SNS	Research Scholar	Post Graduate	Responses
Yes	30	119	96.75
No	0	5	3.24%
Total	30	124	

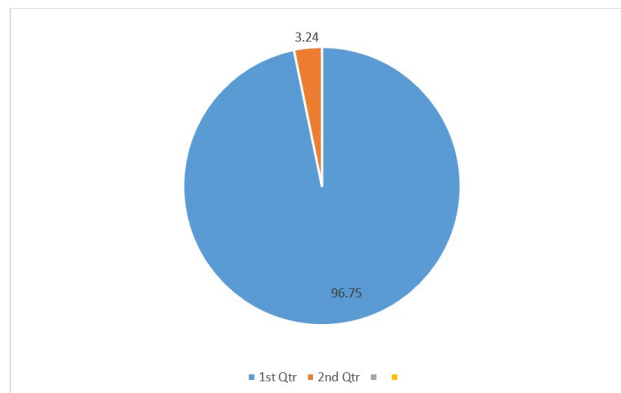


Table-2 shows that 96.75% of the users are aware of social networking sites, while only 3.14% of the users reported not having any idea about them. This indicates that the majority of the P.G. students are aware of SNSs.

3) Most popular social networking sites among users

Table 3

Social Networking Sites	Research Scholar	Post Graduate	Percentage
Facebook	22	24	29.87
YouTube	15	10	16.23
X (Twitter)	07	07	09.09
Instagram	30	28	37.66
LinkedIn	06	05	07.14
	80	74	

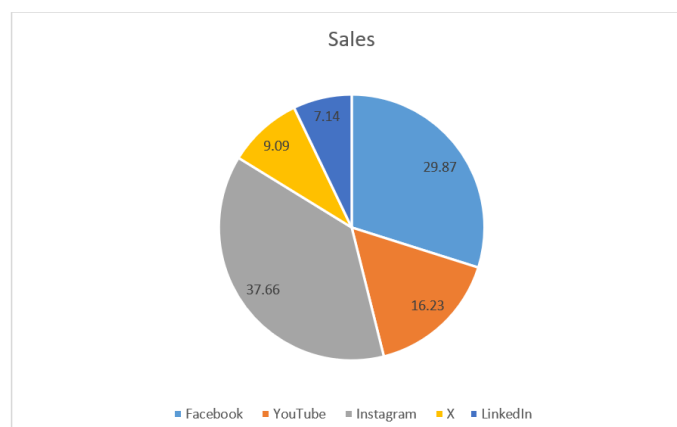


Table indicates that Instagram is the most popular site among research scholars and P.G. students. Facebook is the second choice of the users, and YouTube is the third most popular site among scholars and P.G. students.

4) Frequency of visiting social networking sites by users

Table 4

Frequency	Research Scholar	Post Graduate	Percentage
Regularly	34	36	45.45%
Twice a Day	20	28	31.16%
Once a Week	12	10	14.28%
Month	8	6	09.09%
Total	74	80	

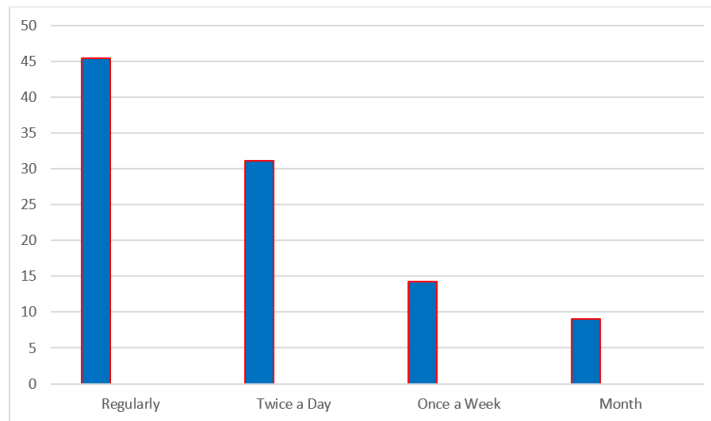


Table 4 shows that 45.45% of users visit social networking sites regularly, 31.16% use them twice a day, and 14.28% use them once a week. The survey results indicate that a significant number of students and research scholars use SNSs on average.

5) Purpose of using social networking sites

Table 5

Purpose	Research Scholar	Post Graduate	Percentage
Communication with friend	20	25	29.22%
Online learning	15	16	20.12%
Searching of information	13	11	15.58%
Socialization	05	05	06.49%
Professional Use	08	07	09.74%
To discuss social and Culture events	04	06	06.49%
Improvement Writing Skill and publishing	10	09	12.33%
Total	75	79	

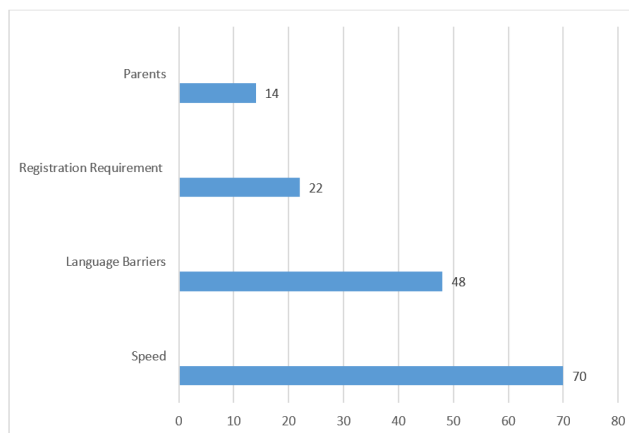
Significant purposes of using social networking sites are depicted in the table. It was found that 29.22% of users utilize them for communication with friends, 20.12% for online learning, 15.58% for searching information, 6.49% for socialization, 9.74% for professional use, 6.49% for discussion on social and cultural events and entertainment, and 12.33% for improving writing skills and publishing.

6) Barriers on social networking sites

Table -6

Place	Research Scholar	Post Graduate	Percentage
Speed	36	34	70%
Language Barriers	28	20	48%
Registration Requirement	10	12	22%

Parents	6	8	14%
	80	74	



The table shows barriers on social networking sites among users. The study reveals that 70% of students and research scholars opined that internet speed is one of the problems they face in making use of SNSs, 48% of users experience language barriers, 14% of users consider parental restrictions as an important barrier, and 22% of users find registration requirements to be a hindrance.

8. FINDING AND CONCLUSION:

The study reveals that 96.75% of P.G. students and research scholars have awareness of social networking sites, while only 3.24% were not aware of SNSs. It is found that Instagram is one of the most popular SNSs among users, followed by Facebook, while SlideShare is the least popular site. Additionally, 45.45% of users visit social networking sites regularly, 31.16% spend time on them twice a day, and 14.28% spend time on them once a week. Only 9.09% of users spend time on social networking sites in a month.

The purposes of using SNSs vary among users, with 29.22% using them for communication with friends, 20.12% for online learning, 15.38% for searching for information, 6.49% for socialization, 9.74% for professional purposes, and 12.33% for improving writing skills and publishing.

Additionally, the majority of users (70%) expressed that internet speed is one of the barriers they face, 48% of users experience language barriers, 22% encounter registration requirements, and 14% consider parental restrictions as a barrier.

The survey reflects the main purposes of utilizing social networking sites, which include expressing individuality and creativity, discussing social and cultural events, updating knowledge, and sharing information, comments, opinions, photographs, videos, etc. Users also utilize social networking sites for networking with friends, professionals, academicians, and staying in touch with them.

A major advantage of social networking sites is effective and expeditious communication, which facilitates the dissemination of messages, ideas, and comments on various topics, as well as sharing information in different files and formats. However, the study reveals that the majority of users agree that some individuals post dirty comments, pornography literature, altered photographs, etc., and transmit them on social networking sites.

CONFLICT OF INTERESTS

None.

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