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# A Study on Social Network Sites among the Teaching Communities at Paavai College of Engineering in Namakkal Distcit, Tamil Nadu

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*Abstract* – **Information communication technology is a various set of scientific implements and it is used to create, communicate, distribute, store and manage data. A computer network consists a set of communication channels interconnecting, a set of computing devices or nodes that can communicate with respectively other users. The development and popularity of social network sites have been created by internet user's community. Presently more than a billion of users in social network sites together to create, collaborate, contribute their knowledge and wisdom. The present study shows that the social network sites are an essential part of ICT era. Analysis of data collected from a sample of 147 faculty at Paavai College of Engineering in Namakkal by administering a questionnaire method reveals that 64.60% of the faculty aware about the social network sites through friends, (56.50%) of the engineering faculty are using SNS always by video uploads and viewing, which is followed by (51.70%) interactions with engineering professionals then academic related usage (43.50%) are the SNS which are comes under seen by very often.**

*Keywords:* **Social networks site, Internet, Teaching communities, ICT**

## I. Introduction

A social network sites site is a virtual portal, or web service, which induce to structure community relationships among group of persons. It links the state of mind, emotions, sharing information, and other activities of real life situation among people. The service of the social network site consists of a representation of each people, his/ her social links, and a range of additional services. A social network sites sites are web-based and provide variety of service for users to interact over the internet, i e. E-mail, Instant messaging etc. There are many social network sites are available like, Facebook, Orkut, Twitter, My space, Linked, google+ etc are most popular among them. The learning of social network sites have been an increasing area of study during the last few years.

## II. Objective of The Study

1. To examine the department wise awareness of social network sites among the faculty.
2. To explore the purpose of using social network sites by engineering faculty.
3. To know the usage frequency of social network sites by engineering faculty.
4. To identify the gender-wise friends link in social network sites.
5. To identify the benefit of social network sites in engineering faculty

## III. Methodology

The present study has been conducted to review the awareness of social network sites of usage among teaching communities. The questionnaire are distributed to the engineering faculty and data have been collected, then the data are combined and it is analyzed for using SPSS. Out of 168 faculty, only 147 engineering faculty are respondent at Paavai College of Engineering, Namakkal, Tamilandu.

## IV. Data Analysis

Table I Awareness of SNSAmong The Faculty

| Awareness / Dept. | Recommended by Friends through email | Guidelines from colleagues | Awareness from conference and seminars | Search based website |
|---|---|---|---|---|
| CSE | 22 (15.00%) | 2 (1.40%) | 2 (1.40%) | 1(0.70%) |
| ECE | 18 (12.20%) | 4 (2.70%) | 4 (2.70%) | 4 (2.70%) |
| EEE | 8 (5.40%) | 9 (6.10%) | 1 (0.70%) | 0 (0.00%) |
| MECH | 17 (11.60%) | 3 (2.00%) | 4 (2.70%) | 0 (0.00%) |
| IT | 7 (4.80%) | 4 (2.70%) | 3 (2.00%) | 2 (1.40%) |
| AUTO | 14 (9.50%) | 3 (2.00%) | 1 (0.70%) | 1 (0.70%) |
| CIVIL | 9 (6.10%) | 1 (0.70%) | 0 (0.00%) | 3 (2.00%) |
| Over all | 95(64.60%) | 26 (17.70%) | 15 (10.20%) | 11 (7.50%) |

The above table pointed out that 147 faculty respond from all the departments, more than half of the faculty (64.60%) are aware about SNS, through recommended by friends and email, 17.70% of faculty are given guidelines by their colleagues, 10.20% of the faculty are get aware by conference and seminars and 7.50% of faculty are get aware on search based website.

Table II Gender Wise Age Group Respondents

| Years / Gender | Below 25 years | 26 to 30 years | 31 to 35 years | 36 to 40 years | Above 41 years | Overall |
|---|---|---|---|---|---|---|
| Male | 16 (10.90%) | 22 (15.00%) | 18 (12.20%) | 20 (13.60%) | 9 (6.10%) | 85 (57.80%) |
| Female | 11 (7.50%) | 12 (8.20%) | 19 (12.90%) | 13 (8.80%) | 7 (4.80%) | 62 (42.20%) |
| Total | 27 (18.40%) | 34 (23.10%) | 37 ()25.20% | 33 (22.40%) | 16 (10.90%) | 147 (100.00%) |

The above table depicts that out of 147 responds more than the half of 57.80 % responds are male and 42.20 % are female, with the age group of highest 31 to 35 respond 25.20 % then the age group of 26 to 30 respond 23.10 %, then the age group of 36 to 40 respond 22.40 % then below age group of 25 respond 18.40 % and 4.86 % responds are within the age group of above 41.

The genderwise distribution on utilization of social network sites surveyed among the faculty revealed that a majority (30.60 %) of the male respondents and 22.40 % of female respondents utilize the social network sites. The catogery of below 2 years is 13.60 percent of male respondents and 8.80 % of the female respondents utilize the social network sites, the catogery of 3 and 4 years is 9.50 % of male respondents and 6.10 % of the female respondents utilize the social network sites, the catogery of 5 to 6 years is 4.10 % of male respondents and 4.80 percent of the female respondents utilize the social network sites, the catogery of more than 7 years is 10.90 % utilize the social network sites.

Table III Frequency of Using SNS By Engineering Faculty

| Frequency | Always | Very Often | Sometimes | Rarely | Never | % Total |
|---|---|---|---|---|---|---|
| Discussions and sharing of new ideas | 38 (25.90%) | 37 (25.20%) | 52 (35.40%) | 13 (8.80%) | 7 (4.80%) | 100.00 |
| Entertainment | 54 (36.70%) | 55 (37.40%) | 17 (11.60%) | 5 (3.40%) | 16 (10.90%) | 100.00 |
| Accessing material from anywhere | 27 (18.40%) | 51 (34.70%) | 36 (24.50%) | 6 (4.10%) | 27 (18.40%) | 100.00 |
| sharing new Innovating | 55 (37.40%) | 34 (23.10%) | 16 (10.90%) | 29 19.70%) | 13 (8.80%) | 100.00 |
| Academic related usage | 14 (9.50%) | 64 (43.50%) | 39 (26.50%) | 15 10.20%) | 15 (10.20%) | 100.00 |
| Interactions with Engineering professionals | 76 (51.70%) | 35 (23.80%) | 15 (10.20%) | 12 (8.20%) | 9 (6.10%) | 100.00 |
| Social interactions with others | 52 (35.40%) | 54 (36.70%) | 17 (11.60%) | 14 (9.50%) | 10 (6.80%) | 100.00 |
| Easier bonding between researchers in different countries | 53 (36.10%) | 40 (27.20%) | 23 (15.60%) | 27 18.40%) | 4 (2.70%) | 100.00 |
| Video Uploads & viewing | 83 (56.50%) | 28 (19.00%) | 11 (7.50%) | 16 10.90%) | 9 (6.10%) | 100.00 |

The above table indications that a majority (56.50%) of the engineering faculty are using SNS always by video uploads and viewing, which is followed by (51.70%) interactions with engineering professionals, academic related usage (43.50%) are the SNS which are comes under seen by very often, Entertainment and sharing new innovating (37.40%) are having the places is very often and always respectively, (36.70%) faculty are sometimes visited the sites for entertainment always and very often they used social interactions with others, (34.70%) of the engineering faculty are using SNS very often for accessing material from anywhere, discussion and sharing new ideas are done by the faculty (35.40%) sometimes using SNS. In some occasions it is preferably comes under (25.90%) always and (25.20%) very often.

Table IV Usage Frequency of SNS By Engineering Faculty

| SNS | Daily | Weekly | Fortnightly | Monthly | Never | Total |
|---|---|---|---|---|---|---|
| Blogs | 31 (21.08%) | 49 (33.30%) | 36 (24.50%) | 21 (14.30%) | 10 (6.80%) | 100% |
| Face book | 56 (38.10%) | 22 (15.00%) | 44 (29.90%) | 18 (12.20%) | 7 (4.80%) | 100% |
| Friendster | 17 (11.60%) | 29 (19.70%) | 29 (19.70%) | 43 (29.30%) | 29 (19.70%) | 100% |
| Google+ | 58 (39.50%) | 46 (31.30%) | 28 (19.00%) | 9 (6.12%) | 6 (4.08%) | 100% |
| LinkedIn | 68 (46.30%) | 24 (16.30%) | 20 (13.60%) | 18 (12.20%) | 17 (11.60%) | 100% |
| MySpace | 31 (21.10%) | 48 (32.70%) | 23 (15.60%) | 24 (16.30%) | 21 (24.30%) | 100% |
| Ning | 21 (14.30%) | 35 (23.80%) | 32 (21.80%) | 36 (24.50%) | 23 (15.60%) | 100% |
| Orkut | 32 (21.50%) | 39 (26.50%) | 40 (27.20%) | 20 (13.60%) | 16 (10.90%) | 100% |
| Twitter | 42 (28.60%) | 44 (29.90%) | 36 (24.50%) | 7 (4.80%) | 18 (12.20%) | 100% |
| Xanga | 14 (9.50%) | 20 (13.60%) | 22 (15.00%) | 23 (15.60%) | 68 (46.30%) | 100% |
| YouTube | 61 (41.50%) | 56 (38.10%) | 17 (11.60%) | 2 (1.40%) | 11 (7.50%) | 100% |

It is clear from the table that LinkedIn and Xanga are found in the entire engineering faculty's usage of SNS (46.30%) of the respondents daily and never. which is followed by YouTube (41.50%) daily, Google+ (39.50%) daily, Facebook and YouTube (38.10%) daily and weekly, Blogs (33.30%) weekly, MySpace (32.70%) weekly, Facebook and Twitter (29.90%) Fortnightly and weekly, Friendster (29.30%) monthly, Twitter (28.60%) weekly, Orkut (27.20%) and (26.50%) Fortnightly and weekly, Blogs, Twitter and Ning (24.50%) Fortnightly and Monthly, MySpace (24.30%) Never, Ning (23.80%) weekly.

Table V Gender-Wise Friends Link in Social Network Sites

| Numbers / Gender | 0-50 | 51-100 | 10 - 150 | 151- 200 | More than 200 | Overall |
|---|---|---|---|---|---|---|
| Male | 13 (8.80%) | 12 (8.20%) | 19 (12.90%) | 33 (22.40%) | 8 (5.40%) | 85 (57.80%) |
| Female | 10 (6.80%) | 6 (4.10%) | 18 (12.20%) | 24 (16.30% | 4 (2.70%) | 62 (42.20%) |
| Total | 23 (15.60%) | 18 (12.20%) | 37 (25.20%) | 57 (38.80%) | 12 (8.20%) | 147 (100.00%) |

It reveled from the above table indicated that highest (38.80%) respondents have 151- 200 friends in the social network sites in engineering faculty, followed by (25.20%) respondents have 101-150 friends then (15.60%) respondents have 0-50 then (12.20%) respondents have 51-100 friends and (8.20%) of each respondents has friend more than 200 respectively.

## V. Conclusion

Most of the faculty indicated that video uploads and viewing is beneficial and also they have shown awareness in accessing social network sites. It supports open email, most important to enhance data innovation and transfer. The faculty agreed that SNS has used to discussions and sharing of new ideas, interaction with engineering professional, ask questions and sharing new innovating links. Some female faculty do not like social network sites because their profiles and data have been misused, this is the reason for not using social network sites.

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