

# An Impact of Social Networking Sites among the Research Scholars in Bharathiar University: A Study

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**Abstract-** The world of population totally depends on the platform of social networking sites. The article discusses about the impact of social networking sites among the research scholars in Bharathiar University. Whether the study affects the academic activities or enhanced the quality of academic activities. The main objective of the study for the fulfillment of the user's perception level and satisfaction level towards using social networking sites and to develop the motivation of innovative research in technological approach. The primary data were collected through questionnaire survey among the total respondents of 100. The major findings of the study were most of the research scholars are aware of technological trend and moderately knowledgeable about networking site and highest usage of study activities like downloading, communication, and published article for the education purpose.

**Key words:** Social Networking Sites, Social media, Research scholar

## I.INTRODUCTION

Now a day science is passing through an era of transformation in the present century and the rampant usage of social networking sites such as face book, twitter, YouTube, whatsapp. The first social network websites was classmates.com. Which was founded in 1995 social networking sites can be defined as web based services that allows users to share the new information or product, keen in contact with old friends, meet new people, and much more aspects of our everyday life. Social networking sites are varied and they incorporated new information and communication tools such as mobile connectivity, photo/video photo sharing or video sharing capabilities and other have built in blogging and instant messaging technology. Technology revolution change the way of communication and making possibility of face to face conversation. Social networking sites allow users to share ideas, pictures, posts, events, and interest with people in their network. Social networking tools offer a multifarious effect among the people. In fact researchers using social network frequently to maintain and develop professional relationships and need to keep updated on the regular activities. Another concern is that ability to create contents and all software tools that deal with digital communities are available for free and very easy to use foremost reason is to create whole new persona is impacting ties ability to socially interact in the world. Social networking sites such as face book, twitter, linked in, my space, whatsapp, and video sharing sites such as YouTube, teacher's tube, eddo tube, Google Medias are widely used among the research scholars.

## II.REVIEW OF LITERATURE

Deb Roy sudipta, *et al* (2015) were explained the impact of social networking sites and social medias on education and life of undergraduate level of students on Karimganj town. The study was examined that the positive and negative impact of social networks on education. The findings of the study concluded negative impact was strongly recommended and identified among the students of using social networking sites.

Ahn June (2012) has observed the study of the effect of social networking sites on adolescent's social and academic development: current theories and controversies. The paper discuss how to adopt and addict the technological tools using by adolescents and highlighted the relationship between social network sites and social capital, privacy, youth safety, physiological well being and educational environment to study. This study finding social Medias is vital to inform the societal debates and new technology for adolescents.

Maidul Islam *et al* (2015) Usage pattern of face book among the students of Dhaka University in the study conducted by library and Information Science Dhaka University, 139 samples were collected by using questionnaire methods. This study found that a large number of students created face book account after they entered the university and also indicates that use of face book is a supplementary tool in university educations

Vicari stetania (2016) stated that the study of consult online community and also highlighted the social networking online tools used as platform of research by the medical research scholars. The online networking tools provide alternative way for medical researchers to find information in particular health issues. These studies proved social networking tools make a new trend for access health information sharing, Developing knowledge about health and medical advices especially for traditional medical knowledge both are equally valued.

## III. OBJECTIVES

1. To identify the users perception level towards social networking sites
2. To assess the frequency usage of social media tools and the popular sites among the research scholar community.

3. To examine the purpose of usage of social networking sites by scholars in Bharathiar University
4. To examine the user’s expectation level and satisfaction of using social networking sites.
5. To develop the motivation of innovative research in technological approach.

**IV. METHODOLOGY**

Primary data collected for the studies were obtained a questionnaire survey among the research scholars in Bharathiar University. The sample size of the study was 5 point scale of likert 93 among the population. The study covers only PhD scholars in Bharathiar University. Simple random sampling techniques were adopted. Data were processed and analyzed by using percentage analysis. The following table represents their opinion about the social media.

TABLE 1 GENDER WISE DISTRIBUTION OF THE RESPONDENTS

S.No	Gender	respondents	%
1.	Female	58	63
2.	Male	35	37
	<b>Total</b>	<b>93</b>	<b>100</b>

TABLE 2 DISTRIBUTIONS OF RESPONDENTS SPENT ON FREQUENCY

S.NO	PARTICULARS	RESPONDENTS	%
1.	FREQUENTLY	21	23
2.	DAILY	63	67
3.	TWICE A DAY	5	6
4.	WEEKLY	4	4
	<b>TOTAL</b>	<b>93</b>	<b>100</b>

From the above table.1out of 93 respondents it was found that (63%) of them female and remaining (37%) were male. Majority of them female among the respondents are participating them.

From the above table mentioned that spent on time for social networking sites by the scholars. (67%) respondents check their account daily. (23%) respondents check their account frequently. (6%) respondents check their account two days only and remaining (4%) of respondents check their at least weekly.

TABLE 3 USAGE OF DISTRIBUTION WISE VIDEO SHARING SITES

S.No	Particulars	Respondents	%
1.	You tube	43	47
2.	Teachers tube	10	11
3.	Edu tube	9	9
4.	Google medias	27	29
5.	Others	4	4
	<b>Total</b>	<b>93</b>	<b>100</b>

Table 3 shows the usage of video sharing sites among scholars for teaching learning purpose. You tube has become extremely popular among the scholars for video uploading and sharing purpose and You tube ties into several blogging applications giving users a quick way to blog about a particular video and include a link it. A teacher tube and Edu tube is you tub’s larger educational initiative. But less number of usage as much as you tube. You tube (48%), Google Medias (30%), edu tube (10%), teacher’s tube (11%) and others (4%).

Table 4 shows out of 93 respondents (87%) accessing social networking sites through the mobile phones. Mobile phones and web based social networking systems often work to easily spread to content, increase accessibility and connect users from wherever they are. Mobile accessing is more compact to keep on using security and privacy environment. (12%) of them accessing social networking sites in Personal computers.

TABLE 4 DISTRIBUTION OF RESPONDENTS FOR USE OF SOCIAL NETWORKING SITES THROUGH MOBILE

No	Particulars	Respondents	%
1.	Yes	81	8
2.	No	12	12
<b>Total</b>		<b>93</b>	<b>100</b>

TABLE 5 DISTRIBUTIONS OF RESPONDENTS' PURPOSE OF USING SOCIAL NETWORKING SITES

No	Particulars	respondents	%
1.	Downloading	37	40
2.	Communication	20	21
3.	Chatting	19	20
4.	Published articles	10	11
5.	Posting photo	7	8
<b>Total</b>		<b>93</b>	<b>100</b>

Table 5 clearly explains that scholars were able to point out the different purpose for which they used as social networking sites. Out of the 93 respondents 40% of them using the social networking sites for downloading purpose, 21% of them using for communication with fellows and guide. 20% of them using for chatting

purpose. 11% of them using for published articles and remaining 8% of them is using social networking sites for posting photos. The utmost important is down loading files in various formats. At the very least number of respondents for used posting photos in social media.

TABLE 6 FAMILIAR SOCIAL NETWORKING SITES

No	Familiar sites	Respondents	%
1.	face book	25	27
2.	Whatsapp	43	46
3.	YouTube	18	20
4.	Twitter	4	4
5.	Others	3	3
<b>Total</b>		<b>93</b>	<b>100</b>

From the above table-6 mentioned the study found that all scholars used the familiar social networking sites for academic purpose in Bharathiar University. Whatsapp is perfect network for communication as it allows you to conveniently stay in touch with large number of friends and free to send voice messages. Whatsapp used as much as Face book. Face book allows users to communicate feedback mechanism directly and give the suggestion. The respondents found whatsapp, face book easier to use. Twitter is number one site for spammers so users will have to filter and weed out spammers from the list time to time. Among the 93 respondents (46%) of them is used whatsapp, (27%) of them using face book (27%), (20%) of them using YouTube and remaining (4%) of them using twitter. Twitter was least used of all websites.

shows the large number of scholars used the internet most days. The relationship between the social networking sites and users was full of potential. The findings of the study proved social networking sites played predominant role in research activities. Social networking sites helps to research scholars can get up to date and recent information for relevant research. The findings also help to use social media as appropriate tool for research. The highest usage revealed that the study activities like downloading, chatting, published articles, posting photos and communication with professors and fellows are mostly scored for education purpose. Down loading music, videos and other entertainment uses lesser score. This reflects that social networking sites were used by scholars for academic activities.

## V. FINDINGS AND SUGGESTIONS

The study found that a majority of the respondents are using social networking sites is increased female compare then male and aware of technological trend and moderately knowledgeable about online tools. This study

## VI. CONCLUSION

The article briefly reviewed some newly conceived social networking sites familiar among the research scholars in Bharathiar University. Technology and communication in the modern world are increasingly coming to mean one

and the same thing. Even though some negative impacts in using social networking sites majority of respondents approached positively. Online social networking sites provide a platform for digital communication is here to stay, one way to explore the thoughts and other way is more understand about world. Social networking sites are make the virtual learning environment according to the study it can be concluded that social networking sites are using specific educational needs of each scholars can be useful instrument for improving academic research activities.

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