

USE OF SOCIAL NETWORKING SITES BY THE SECONDARY AND HIGHER SECONDARY SCHOOL STUDENTS OF SRINAGAR, KASHMIR

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Abstract

From the very beginning, human beings always associated themselves to some form of social structure as they evolved across generations. Efforts to support social networks via computer-mediated communication were made in many early online services, including Usenet, ARPANET, LISTSERV, and bulletin board services (BBS). Technology innovations have always been perceived as either a boon or a curse to the mankind. Social Network can be also weighed in the same balance where it has many perceived beneficial aspects as compared to some adverse effects to the overall well being. The study investigates the use and purpose of accessing Social Networking sites (SNSs) by the students of Srinagar.

Key words: Social Networking Sites, Face book, chatting, education

Introduction

Internet is a very essential part of life from advertising and shopping to electronic mails and education. But today user of the internet has gone beyond its limits. Social media is the fastest growing web application in the 21st century. A social networking site is an online place where a user can create a profile and build a personal network that connects him or her to other users. In the past five years, such sites have rocketed from a niche activity into a phenomenon that engages tens of millions of internet users. Abbreviated as SNS a social networking site according to Webopedia, it is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. In other words we can say that Social Network is social structure made up of individuals (or organizations) called “nodes”, which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, likes/dislikes, or relationships of beliefs, knowledge or prestige.

The growth in the popularity of these sites has generated concerns among some parents, school officials, and government leaders about the potential risks posed to young people when personal information is made available in such a public setting. Students are considered

as the social capital/asset for a nation, and the type of social capital a nation possesses is heavily dependent upon the youths of a nation. Information and communication technologies (ICTs) are becoming important tools for educational support. **Al-Tarawneh(2014)** Using computers and the Internet is becoming more and more important in the learning and teaching Processes. Also, with the advent of mobile phones, especially smart phones, it is becoming easier to reach students and even utilize the capabilities of technology.

Top 5 Social Networking Sites used In India (Alexa, 2013) are:

1. Face book
2. Linked in
3. Twitter
4. Pinterest
5. Instagram

Various educational institutes may have their presence on social networking sites focusing on their academia, academic and other extra-curricular activities, achievements and rewards, campus images etc. This would help the aspirants in knowing more about the particular institute. This present study will explore the influence of SNSs on the students' performance and how they spend their time.

Problem

The growing popularity of Social Networking Sites (SNSs) for use in business, advertizing, and recreation– and now for educational purposes–has become an international phenomenon. Today teenager shows very much interest for using social networks. The present study investigates the ways school students spend their time on SNSs and to ascertain the purpose and utility of using these social networking sites.

Objectives

The objectives of study are enumerated as:

1. To find out the use of different social networking sites by the students.
2. To know the popular social network website among students.
3. To find out the frequency of using these SNSs.
4. To explore the purpose and significance of using these online social networking sites.
5. To know the benefits and effects of the social networking sites to the student community.

REVIEW OF RELATED LITERATURE

A literature review is an account of what has been published on a topic by accredited scholars and researchers. The various scholarly articles reviewed related to the present study are:

Ahmed & Qazi (2011) found that majority of users (75.3%) were those who spend only 1-3 h a day on using SNSs, few were spending 4-6 h (19.5%) and small number of users (5.2%) was found to spend too much time on using these sites that is, 9 h or above. This reflects that majority of student users consume a reasonable time on these using these sites. The study also identifies the basic purpose of SNSs" usage among students and the findings clearly depict that about 73.5% respondents were using these sites to be in touch with their friends. Only 13.7% respondents use SNS for joining educational communities and the findings explicitly suggest that SNSs sites are basically used for non-academic motives. **Ahmed & Qazi (2011)** investigates the impact of social networking sites (SNSs) on the studying habits of students and explored is that despite the use of social networking sites, students can balance their time between studies and their usage of these sites, and can sustain good studying habits to maintain their academic performance. Hence, usage of these networking tools does not adversely affect the studying habits of the students. **(Conole, Galley and Culver ,2011)** discusses the key challenges in researching new learning contexts through socially mediated environments, namely articulation and understanding of the nature of the interactions among users within these environments and between the users and the tools that form part of the environment. **Hanson, et al (2011)** findings revealed that health educators most commonly used social networking sites (34.8%), podcasts (23.5%), and media sharing sites (18.5%) within their organizations. Social influence ($P < 0.0001$) and performance expectancy ($P < 0.0001$) were both positively associated with increased behavioral intentions to use social media for health promotion. Reasons for lack of use included employers monitoring or blocking social media, difficulty of use among older health educators, and the belief that social media would not enhance job performance.

The study investigates the relationship between the use of SNSs and Chinese international students' educational adaptation. Face book, as the most popular used in western young people, is perceived as the second choice for Chinese international students to build social networks. They use the SNSs as a way of keeping their existing social connections alive, rather than for making new friends **(Cao & Zhang, 2012)**. **Jain, et al (2012)** they found that graduate students uses SNSs websites more instead of Post Graduate students. Out of 128 students 86% use one or more of the social networking sites: Facebook, Youtube, Twitter, Orkut, LinkedIn. The largest percentage of respondents used facebook (84.2%) followed by Youtube (82.5%), Twitter (22.3), Orkut (17.3%) and LinkedIn (4%). **(Kindi and Alhashmi, 2012)** The study found that the major reasons for frequent use of SNSs are finding information and sharing news. The study also indicated that lack of experience as well as insufficient time and IT skills are effective factors of not using SNSs. **Oye & Ab.Rahim (2012)** the study confirmed that most of the younger students are engage in the use of SNSs mainly for socializing activities rather than for academic purpose. However, most of the students do feel that the SNSs have more positive impact on their academic performance. **Sezen (2012)** ascertain that SNSs increases the student-student and teacher student interaction, enhancing student motivation and classroom climate, sharing materials with the instructor and students, making use of students' interests and needs, and making learning process more interesting and permanent. **Shambare, Rugimbana and Sithole (2012)** the study confirms the popularity of Facebook, and suggests potential for social networking in

many aspects of students' lives including education. Faster Internet access and cheaper 3G technology, as well as Smartphone telephony, are enablers that influence adoption of social networking positively.

(Tariq, Mehboob, & Khan, 2012) The use of social networking sites exponentially increase there is no third party or any other community which could check for what actions are been performed by which user, so it is strongly recommended to check children's activities on social networks and don't let them use social networking websites.

Utpal (2012) found that the instant and widespread nature of social media spread it like a fire in the forest and Information sharing societies is based on the social promotion and practices of the exchanging and sharing knowledge originating from many different societies and help to evolve social revolution.

Social Networking Sites (SNSs) such as Facebook, Google+, Myspace, LinkedIn and Twitter have now become commonplace in international virtual space. Approximately 75% of all online adults maintain at least one social network profile **(Weber, 2012)**. **Huang and Capps (2013)** investigates social networking sites (SNS) and ways college students spend their time on both conventional academic and recreational reading. A total of 1,265 (466 male and 799 female) college students voluntarily participated in the study by completing a self-report survey. Descriptive analysis indicated that the average amount of time students spent (M) on academic reading (AR), recreational reading (RR), and social networking (SN) was 7.72 hours, 4.24 hours, and 16.13 hours per week, respectively. **Madhusudhan(2013)** found that most respondents preferred the SNS Face book and Research Gate for academic purposes. Collaborative and peer-to-peer learning were common benefits from SNSs while some expressed concern regarding cyber-bullying and privacy. The majority of respondents finally said using SNSs may be a waste of time. **(Pittenger, 2013)** Social networking is feasible and can be used effectively within an overall strategy for inter professional education, but design and placement within a core content course is critical to success. **Zhang (2013)** investigates the college students' use of social networking sites, particularly Facebook, for health and wellness information. He found that users were skeptical about the quality of information, concerned about the lack of medical knowledge of their peers and wary about possible threats to their privacy and potential misuse of their health information. **Embi, et al (2014)** they revealed that a large majority of students were members of Facebook which they used on a daily basis mostly, but not exclusively to connect with their friends. The article concludes with opportunities to include such sites in formal and informal learning

Scope

The scope of the study is limited to the regular students of secondary (9th & 10th) and Higher secondary (11th & 12th) classes of Srinagar Kashmir. The institute consists of 7 private schools and 7 government schools. The lists of schools are as under:

A. Private Schools include

1. Tyndale-Biscoe [Boys] & Mallinson School [Girls]
2. Burn hall
3. New Era Public School
4. Delhi Public school
5. Presentation Convent hr sec school
6. Green valley education institute
7. Iqra international School

B. Government schools include

1. Kothi bagh hr sec school
2. Shri pratab hr sec school
3. M.p hr sec school
4. Government girls hr sec School Nawa Kadal
5. Amira kadal hr sec school
6. Girls hr sec school Zadibal
7. Boys hr sec school Soura

Methodology

The 14 institutes (i.e. 7 government and 7 private schools) are selected by the lottery method of random Sampling. In order to achieve above laid down objectives questionnaire tool is used to collect primary data from the students. Data are collected personally by visiting the selected institutes of the District Srinagar by distributed 400 questionnaires of which 200 questionnaires given to male students and 200 questionnaires given to female students randomly to the students of 9th, 10th, 11th & 12th classes who use SNSs. The distribution of questionnaires to different classes is shown in below Table.

Class	Respondents	
	Male	Female
9 th	8	0
10 th	20	8
11 th	156	148
12 th	16	44

DATA ANALYSIS

1. Demographic information

The study selects randomly 400 students (200 each Male & Female) from secondary and higher secondary classes. The demography data shows different parameters of the study like the gender, age and class of the students. The vivid picture is offered by table 1.1, 1.2 and fig 1.

1.1 Number of Respondents

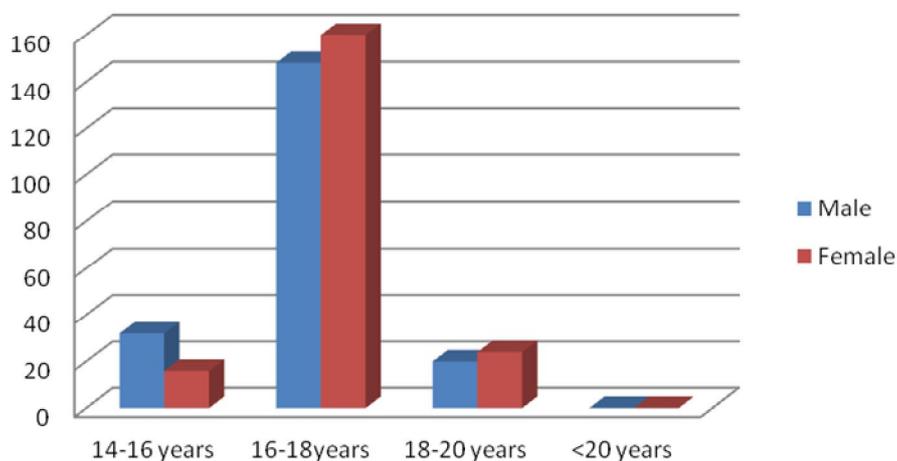
Gender	No of Respondents
<i>Male</i>	200
<i>Female</i>	200
Total	400

1.2 Age and Gender wise Number of Respondents

Age	Gender wise		No. of Respondents by Age group
	MALE	FEAMALE	
<i>14-16 years</i>	32	16	48
<i>16-18years</i>	148	160	308
<i>18-20 years</i>	20	24	44
<i><20 years</i>	0	0	0

The analysis of data found that maximum no. of user fall under the age group of 16-18 years. The vivid picture is offered by fig. 1

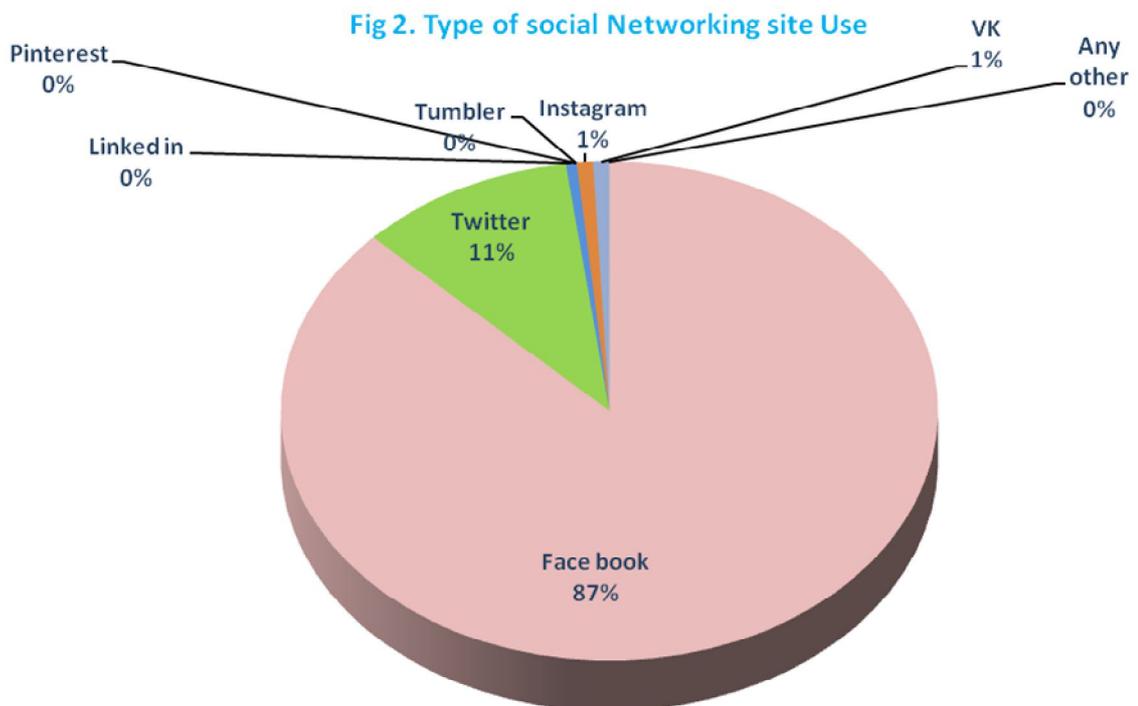
Fig1. Age & Genderwise Distrubution of Respondents



2. Type Of Social Networking Site Use

Web site	Male	Female	Total use N=100
Face book	180	148	328
Twitter	12	28	40
Linked in	0	8	8
Pinterest	0	0	0
Tumblr	0	0	0
Instagram	8	4	12
VK	0	12	12
Any other	0	0	0

The study of data found that maximum number of students use face book (82%), followed by twitter (10%) and a very little number of students use instagram and linked in sites (3% and 2%). The results show that the students are very much familiar of face book than other social networking sites like instagram, pinterest and you tube. A clear picture is offered by fig.2.

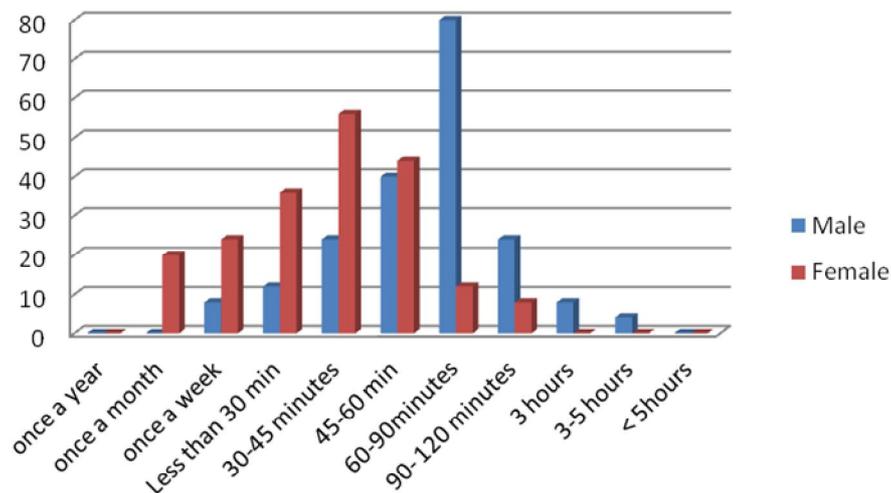


3. Time Spent on the use of Social Networking sites

Time	Male	Female
Once a year	0	0
once a month	0	20
once a week	8	24
Less than 30 minutes	12	36
30-45 minutes	24	56
45-60 minutes	40	44
60-90 minutes	80	12
90-120 minutes	24	8
3 hours	8	0
3-5 hours	4	0
< 5hours	0	0

The study found that majority of male students spent 60 to 90 minutes on the use of social networking sites while as most number of female students spent only 30 to 45 minutes on the use of social network sites. The reason may be that boys have more free time available and are not restricted as much as female students from the use of these tools. A vivid picture is offered by fig 3.

Fig 3. Time Spent on the social Networking Sites



4. Media For Surfing Social Networking Sites

Gadget	Male	Female
<i>Mobile</i>	112	128
<i>Desktop</i>	52	16
<i>Laptop</i>	32	56
<i>Cybercafé</i>	4	0
<i>school computer Lab</i>	0	0

From the study it is found that the both male (56%) and female (64%) use their mobile devices for accessing the social networking sites followed by desktop and laptop devices as you seen from above table 4.

5. Purpose Of Using Social Networking Websites

Purpose	Male	Female
<i>Chatting</i>	88	82
<i>Information Sharing</i>	52	54
<i>Just For Fun</i>	18	44
<i>Making New Friends</i>	42	20

Table 5 reveals that the main purpose of using SNSs are chatting: male students 88(44%) and female students 82 (41%) followed by information sharing: male students 52(26%) and female students 54(27%) ; making new friends: males 42(22%) whiles as females make it use for fun 44(22%). The purposes of using SNSs are mostly recreation than educational.

6. Use Of Social Network Websites

USE	Male	Female
<i>Enjoying jokes</i>	20	28
<i>Sharing notices of the exam time tables, dates, and what teacher taught today and what fun did they do in the class</i>	50	71
<i>Wishing each other on birthday and other's days like valentine day, friends day etc</i>	14	10
<i>Job information</i>	22	14
<i>Check news updates</i>	73	51
<i>Status uploads</i>	14	22
<i>Photo uploads</i>	7	4

The study found that majority of students of both genders i.e. Male students 73(36.5%); 50(25%) and majority of Female students 51(25.5%); 71(35.5%) use SNSs for news updates and for Sharing notices of the exam time tables, dates, and what teacher taught them and what fun did they do in the class. The overall summary is offered by table 6.

7. Benefits Of Using Social Networking Sites

Benefits	Male N=50	Female N=50
<i>Improve English communication skills</i>	180	160
<i>Decrease inferiority complex of talking and writing</i>	155	130
<i>Increase general knowledge and current Affairs</i>	192	185
<i>Provides a platform to make friendship with reputed and elite personalities who guide and motivate us</i>	140	120

The table 7 clearly shows that majority of students of both genders agree that SNSs are the platform to improve their communication skills (male students 90% & female students 80%), and increasing the depth of general knowledge and current affairs (Male students 96% & female students 92.5%).

Findings and Conclusion

The major findings of the study are:

- 1 77% of the students who use social networking sites are at the age group of 16-18 years.
- 2 Face book is popular SNSs among 82% of the students followed by Twitter (10%).
- 3 40% of Male students spent 60-90 minutes on the SNSs while as 28% Female student spent 30-45 minutes on SNSs.
- 4 56% Male students and 64% Female students access SNSs from their mobile devices.
- 5 44% Male students and 41% Female students use SNSs for chatting purpose.
- 6 Most of Male and Female students gets new updates and information sharing like the exam time tables, dates, and what teacher taught them and what fun did they do in the class.
- 7 Majority of the students of both genders agree that the use of SNSs improves their English communication skills and increases their general knowledge and current affairs.

Social networking sites have great potential for educational use and it is found that by chatting using Face book, Twitters, and chatting online result in increase of the English communication. The inferiority complex of talking and writing in English is decreased. They are trying their best to write and speak English which results in better communication.

Social networking sites get updated with the news and other information which results in increasing the General Knowledge and current affairs which in result make a child ready for competitive examination. Theses social sites increases the links of the friendship with reputed person and famous personalities and scientists which on request guide and motivate these students.

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