Student Perception towards Social Networking Site in Theni District

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Abstract

Social Networking Sites are getting more popular and it has become a vital part of our social life. New digital media have dramatically altered the communication landscape, especially for youth. Internet is a very powerful platform that has changed the way people do things. Social Networking Site is a wonderful innovation in the Internet age whereby people are interconnected in the global network society. Social media has a great effect on people's lives and millions of students are spending many hours on social networking sites. As social media sites continue to grow in popularity, it is our premise that technology is a vital part of today's student success equation. This study aims to investigate student's perception towards Social Networking Sits in Theni District.

Keywords: social media, communication, students.

Introduction

Today's students can be described as digital natives or members of the Net Generation; they were born in the digital age and have been interacting with digital technology from an early age. The world has been changed rapidly by the evolution of technology; this has resulted in the use of technology as the best medium to explore the wide area of knowledge. The evolution of internet technology has led to its use as the best medium for communication. New developments in the technological world have made the internet an innovative way for individuals and families to communicate. Social media networks have created a phenomenon on the internet that has gained popularity over the last decade. People use social media sites such as Facebook, Twitter, Hike and MySpace to create and sustain relationships with others. These social media sites let those who use them create personal profiles while connecting with other users of the sites. Users can upload photographs, post what they are doing at any given time, and send personal or public messages to whomever they choose (Chitra & Malarvizhi, 2018; Pooranam & Nandhini, 2018).

Mahalakshmi & Devi (2018); Malarvizhi & Devi (2018), students are the majority of the users of the internet. They use it for personal and curricular activities. Most of the schools and colleges have an internet enabled computer facility for their students. Besides the Net-Generation, students are one group that is eager to know the technological advancements and the latest trends. They accept these changes with an open mind.

Objectives of the Study
The main objectives of the study are:
    a) To examine the factors behind the attraction of social networking sites.
    b) To study the purpose of using Social networking sites by the students.
    c) To investigate the student's attitude towards Social Networking Sites.
    d) To find the students awareness of social networking Sites.
    e) To find average time spent on social networks by students
    f) To find out the most popular social networking site among students.

Review of Literature
Miller *et al.,* (2010), conducted a survey among students, about the use of social networking sites and the appropriateness of the content that they post. The responses indicate that students routinely post content that is not appropriate for all audiences, especially potential employers. Considering how extensively the press has covered the negative impacts of inappropriate posting, the fact that students know of continuing the practice is surprising.

Won Kim & Sang-WonLee (2009), rightly pointed out that today the college students use numerous Social Networking Sites, to stay connected with their friends, discover new "friends" and to share users created contents, such as photos, videos, blogs and etc. In order to explore factors affecting college students' motive for using Social Networking Sites.

Coyle & Vaughn (2008), in their study, examined the literature on Social Networking Sites and conducted a survey on how college students are engaged in social networking. They found that the main purpose of using Social Networking Sites is to keep in touch with friends. They also indicate that these are used for merely trivial communication with friends. These sites are simply a new form of communication that is evolving over time with the aid of technology.

Statement of the Problem

Social networking sites which were introduced in less than a decade ago have drawn large numbers of users especially students. Recent studies carried out by some researchers reported that 80% to 90% of are actively involved with at least a particular social media. Boyd reported that teenagers and students embraced social media so as to interact with peers, for information sharing, re-formulate their personalities thereby getting their social lives off the ground. Most students in India are spending quality time on social networking sites even though social media is regarded by critics as posing challenges to the learners such as safety and security concerns, antisocial behavior, unproductive behavior, misuse of tools during instructional and so on. This study is therefore aimed to investigate the perception of students towards the use of Social Networking Sites.

Research Methodology

This study is a case study based on the survey method through a questionnaire. The first-hand data are collected from 120 respondents residing in Theni district. Secondary data are collected through books, journals, magazines, and the internet.

a) Research Design: -To analyze the student's perception towards Social Networking Sites Descriptive research design was used. Primary data was collected with the help of a close-ended questionnaire.
b) Sample Design: -Our target population involves the student users of Social networking Sites. The total number of 120 respondents was taken as the sample size from the entire population for the district. Proportionate random sampling method was applied for choosing 120 respondents.
c) Tools: - The statistical tools used are a simple percentage and ranking technique.

Analysis of Data

1) Simple Percentage

Table 1
Variables & Categories

Variables & Categories	No. of Respondent	Percentage
Gender	68	56.7%
Male	52	43.3%
Female		
Field of Study		
Arts & Science	58	48.3%
Engineering	39	32.5%
Medical	23	19.2%
Total	100	100%

(Source: Primary Data)

From the above table 1 shows that majority of the respondents (56.7%) is under Male Category. Under Field of study of the respondent, most of the respondents are (48.3%) having the Arts & Science students.

2) Most Popular Social Networking Site
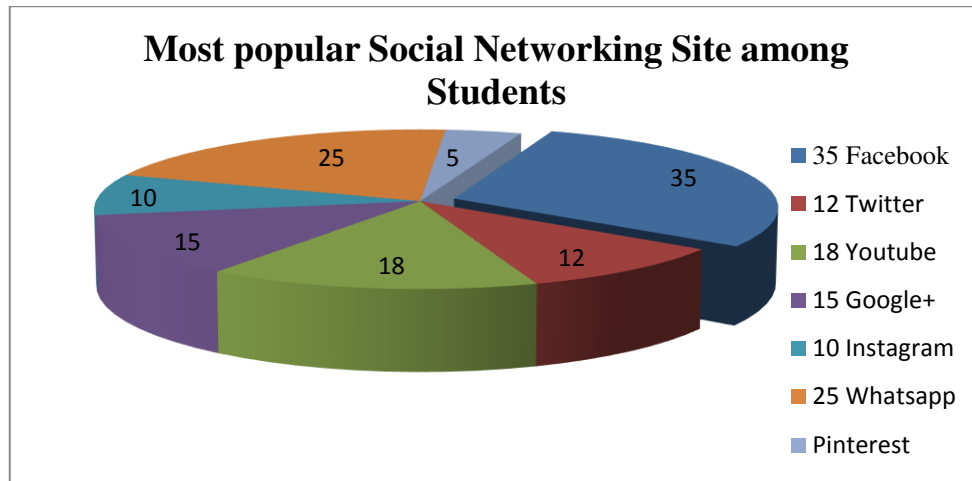
The chart1. Shows that 35 respondent to using Facebook, it is the most popular Social Networking Site among the student.

3) Purpose of using Social Networking Sites

Table 2
Social networking location

Factor	Frequency	Rank
1. Social Interaction	16	IV
2. Education	24	II
3. Companionship	5	VIII
4. Communication	7	VII
5. Entertainment	19	III
6. User-Friendly	13	V
7. Image and Video Sharing	27	I
8. Other Uses	9	VI

(Source: Primary Data)

Table 2 shows that out of eight factors specified the purpose of using social networking sites among students, I rank is given Image and Video sharing, II rank is given Education, III rank is given Entertainment, IV rank is given Social Interaction, V rank is given User friendly, VI rank is given Other Uses, VII rank is given Communication, VIII rank is given Companionship.

Limitations of the Study

This study will help the future researches on social networking sites and to understand the different aspects of uses of social networking sites. The study has applicable to theni town. We could not enhance the study with empirical studies and broad survey, collecting more samples, to get more accurate on generalization.

Findings and Suggestion
Findings

Findings are the means from interpretation and generalizations which provides suggestions and after the valuable conclusion. In this regard, the researcher consolidates the findings of her research under study.
  a) Out of 120 respondents, 68 respondents belongs to the Male.
  b) Out of 120 respondents, 58 respondents are Arts & Science Students.

Suggestion

    a) Educational institutions should become more connected with students on all possible touch points and use social media to engage students in more interactive learning.

    b) Facebook is the most used and popular social network among students so it is a suggestion that the activities based on Facebook social media me be highly successful with better student participation.

Recommendation

Students who are heavy users should moderate the use of the sites to avoid addiction and create a balance between their offline and online lives while using the sites.

Conclusion

    The basic objective of the research was to investigate the student's perception of Social Networking Sites. In this regard, the students taken for the study knew about Social Networking Sites through their friends. Facebook is the most favorable site among the students of Theni District and the basic reason relying on behind the attraction of these sites are friends and they mainly using these Social Networking Sites for communication. Students have no clear opinion about their control over Social Networking Sites during interaction and about its trustworthiness. Therefore the service providers of these sites should take some steps to improve these things. The studies to find the students have a positive perception towards the using of these Sites.

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