

# Social Networking Sites: Awareness and Application by Engineering College Students of Odisha

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## *Abstract*

**Purpose of the Study:** *The social networking sites enable the users to maintain contact with friends and also increase academic knowledge. The purpose of the study aimed at examining the awareness, application, frequency and time spent on using of Social Networking Sites(SNSs) by the students of Engineering colleges in Bhubaneswar , Odisha.*

*A structured questionnaire was distributed among top ten engineering colleges, out of 57 engineering colleges. These top ten engineering colleges established more than ten years back. Frequency counts and percentage were used to analyze the data.*

*The findings shows that majority of the users agreed they used Social Networking Sites for study related information and most of the responded SNS technology is greater impact to find their suitable job , studies and career.*

*The study is an original research work mainly dealing data collected through a survey in top ten engineering colleges, out of 57 engineering colleges. The collections of these libraries have been evaluated. Results highlighting for the major findings, suggestions and conclusion*

**Keywords:** Social Networking Sites (SNSs) , CET, OEC, ITER, KIIT, SIT,CEB,CVRCE, KEC.

## **1. Introduction:**

The social networking's sites are the platform where we can build our networks and relations with users. These sites are useful in keeping contact with patrons as well as other libraries and institutions. The SNS allow library professionals to deliver desire information to the users within a minimum time. Through SNS library patrons can get personalize service from the library. The

esteemed libraries are using SNS for sharing similar information content to the similar category of the users. The social networking sites are also Web 2.0 application which changed the face of library services, not only services but it was changed media of information. There are many social networks sites available from where the individual interact with each other. The various SNS are Facebook, Google+, Orkut, Youtube, Twitter, Linkindin, Myspace, Fliker, Watsapp etc.

## **2. Social Networking Sites**

Social networking sites are new developing technology in sharing and disseminating information product with in the users. The primary role of SNS's in library to make an interaction between library staff and users. The SNS are effective tool for library professionals to promote their services as well as marketing of the information products. The Usage of this technology increasing day by day and its positive effects on library services came out. Library professionals offer any service through SNS is purely based on web because it is a online portal. SNS playing vital role in building better relation in library staff and users, it helps not only share information but also personal thoughts, ideas, feelings and emotions. Through the SNS libraries can offer web based services, such as E-mail, Instant messaging, etc. Now a day the internet and Wi-Fi facility are provided in each and every college, University and research institute for study the purpose. This paper aims to explore the major role played by social networking sites among each and every individual. And how the library professional make use of social networking sites in their library professional way. How they can develop the use social networking for others. Zakaria *et al.* in their paper 'Social media, social networking, online communication words used parallel' believe 'Social media applications have already informal and flexible manner although their level of involvement and contribution varies significantly'. Al-Daihani's(2010)<sup>1</sup> study explores, 'the majority of MLIS students are aware of social software applications and they make moderate use of blogs, communication tools and SNSs. Shaheen's study among students of the Pakistan reveals that the use of SNS indicates the popularity of facebook.com among these youth more often'. Boyd and Ellison (2007)<sup>2</sup> define social networking sites as web-based services that allow individuals to construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, to view and navigate their list of

connections and those made by others within the system. Boyd & Ellison, 2007; Dwyer et al., 2007, suggests that the main motivation to use online social networking sites is to communicate and to maintain relationships. A social networking site like MySpace was originally the most popular social networking site, while Face book started with college students at Harvard and originally permitted only users with a college e-mail address to register (Chu and Meulemans, 2008)<sup>3</sup>. Recent studies have shown estimates placing Face book with an 85 per cent market share among college students (Matthews, 2007)<sup>4</sup>. As a result of its strong user base among college students, Face book appears to be the most logical social networking web site to be used by academic libraries. One of the primary uses of Face book by academic libraries is to market the library with a library fan page. Libraries advertise hours, location, and web site information. By linking to the library's web site the Face book page acts as a portal to the library (Farkas, 2007a)<sup>5</sup>. Libraries also create events invitation programs as an additional forum to promote library activities (Chu and Meulemans, 2008).

### **3. Scope of the study**

The scope of the present study confines to the initiatives taken by the engineering colleges which are situated in the Bhubaneswar city. The study covers top ten engineering colleges which are established more than ten years back.

### **4. Methodology**

A well structured questionnaire prepared and distributed to the B. Tech and M. Tech students of top ten engineering colleges in person followed by the observation and interview with the respondents as and when became necessary.

### **5.Objectives**

The present study was conducted with the following important objectives.

1. To study the efficient use of Social Networking Sites in Engineering colleges of Bhubaneswar city.
2. To evaluate the usage of social networking tools by students.
3. To know the applications of the Social Networking Sites in Engineering college Libraries and Information activities.
4. To know the purposes behind using Social Networking Sites's use by the students.
5. To know the role of social networking tools in disseminate information sharing, and enhancement of library services.

## 6. Data Analysis & Interpretation

### 6.1 Names of the institutes ,Year of Establishment and total respondents.

Sl.No.	Institute Names	Year of Establishment	No. of responded
1.	College of Engineering & Technology(CET)	1981	13
2.	Orrisa Engineering College(OEC)	1986	8
3.	Institute of Technical Education & Research (ITER)	1996	22
4.	Kalinga Institute of Industrial Technology(KIIT)	1997	15
5.	C.V. Raman College of Engineering (CVRCE)	1997	11
6.	College of Engineering,Bhubaneswar(COEB)	1999	2
7.	Krupajal Engineering College (KEC)	1999	3
8.	Silicon Institute of Technology (SIT)	2001	10
9.	Konark Institute of science & Technology (KIST)	2001	2
10.	Gandhi Institute for Technological Advancement (GITA)	2004	2
	Total		88

The above table shows the names , establishment year of the institutes and the total respond got from the institutes. 1Government institute, 9 private institute students have participated in the survey. 13 students respondents from CET,8 from OEC,22 from ITER,15 from KIIT,11 from CVRCE,2 from COEB,3 from KEC,10 from SIT, 2 from KIST and 2 from GITA.

### 6.2. Did the users frequently use of SNS

Frequently use SNS	Responded	%
Daily	46	52%
Weekly	24	27%

Fortnightly	5	6%
Monthly	4	5%
Rarely	9	10%
Total	88	100%

The Table No.6.2 indicates that 52% students used Social Networking Sites daily, 27% once in a week, 6% each in fortnightly 5% monthly and 10% rarely.

### 6.3. Time spend in Access of SNS

Time Spend	Responded	%
Less than one hour	8	9%
One hour	27	31%
Two to three hours	35	40%
More than three hours	18	20%
Total	88	100(%)

N.B:  $\chi^2=8.830^{NS}$ , DF=6

From the Table No.6.3 it has been revealed that 9% students spend less than one hour time in the library. The students who spend one hour in the library were 31% Similarly the students who spend two to three hours in the library were 40% .The students spend more than three hours in the library were 20%.

The Table shows that the value of  $\chi^2$  is 8.830 and the degrees of freedom (df) is 6. The significant chi-square test for users' shows that there is no significant ( $p<0.05$ ) variation among the users as far as spending time in the library by the scholars is concerned.

### 6.4 Students by Gender wise Distribution

Gender	Frequency	Percentage
Male	50	57%
Female	38	43%

Total	88	100%
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N.B:  $\chi^2=11.908^{**}$ , DF=2

The Table No.6.4 shows that out of 88 respondents 50(57%) male and 38(43%) female responded to the questionnaire.

Table No. 6.4 indicates that for users, Chi-Square test for independence is significant at 1per cent level of significance. The value of  $\chi^2$  is 11.908 and the degrees of freedom (df) is 2. The value of p shows statistically significant ( $p<0.01$ ). This implies that there is a significant variation among the users as far as distribution of gender wise response is concerned.

### 6.5 Age wise Distribution

Age Group	Students	
	Male	Female
21-25 yrs	50 (57%)	04 (5%)
25-30yrs	13 (15%)	11 (13%)
30-35 yrs	02 (2%)	04 (15%)
35-40 yrs	01 (1%)	03 (3%)
Total	66(75%)	22(25%)

N.B:  $\chi^2=25.358^{**}$ , DF=3

Table No. 6.5 showing the distribution of respondents in age wise. The age given by the respondents grouped into 4 categories ranging from minimum 21 to maximum 40 years of age. Out of the total respondents the users maximum age range between 21 to 25 years of age i.e. 50(57%) male 04(5%) female, followed by 25 to 30 years of age i.e. 13(15%)male and 11(13%) female; 30 to 35 years of age 02(2%) male 04(15%) female and finally 35 to 40 years of age 01(1%) male and 03(3%)female.

The Table No.6.5 shows that the Chi-Square test for independence is significant at 1 per cent level of significance. The value of  $\chi^2$  is 25.358 and the degrees of freedom (df) is 3.The value of p shows statistically significant ( $p<0.01$ ).

### 6.6 Awareness about Library use of Social Networking Sites

Response	Awareness	
Yes	70	80%

No	18	20%
Total	88	100%

N.B:  $\chi^2=3.123^{NS}$ , DF=2

From Table 6.6 it is clearly indicate 70(80%) respondents are aware about the library use of social networking sites .

### 6.7. Most frequently SNS used by library professional

SNS Sites	Responded	%
Facebook	73	83%
Whatsapp	46	52%
Orkut	10	11%
YouTube	52	59%
Twitter	21	24%
Linkindin	36	41%
MySpace	1	2%
Google+	44	50%

This table provides the information regarding the favorite SNS use by the users of various Engineering colleges . It is observed that Face Book is used most often by the students i.e. 73(83%).You Tube is the second in using the SNS i.e. 52, (59%), Watsapp as third in access 46(52%), followed by Google+ as 44(50%) ,Linkindin 36(41%) ,Orkut 10(11%), Myspace 1(2%) as respectively.

### 6.8 How SNS is used in disseminating information

Information	Responded	%
Interaction with friends	14	16%
Sharing up to date information	4	5%
To create a network	2	2%
For chatting	68	77%
Total	88	100

The Table No7.5 shows how SNS is used in Disseminating information. The outcome indicates that 14(16%) interaction with friends, 4(5%) sharing up to date information, 2(2%) to create a network and for chatting 68(77%) .

### 6.9 Type of information you get from SNS

Information	Responded	%
Study related Information	83	94%
Current News	39	44%
General Information	44	50%
For chatting	47	53%

From the Table No.7.6 it has been found that 94% users responded they get study related information from SNS, 53% users are using SNS for chatting purpose, 50% users responded that they get general information from SNS, 44% users responded for current news they are using SNS.

### 6.10 Problems & Constraints while using Social Networking Sites

Sl. No	Types of problems & constraints	Response		Total (%)
		College Wise		
		Yes	No	
1	Materials are not available	24 (27%)	20 (23%)	44(50%)
2	Incomplete information materials	48 (55%)	29 (33%)	77(88%)
3	Difficult in finding relevant information	17 (20%)	12 (14%)	29(34%)
4	Slow internet access	41 (47%)	26 (30%)	67(76%)
5	Overload of information on Internet	17 (20%)	18 (21%)	35(40%)
6	Long time to download information	24 (28%)	28 (31%)	52(59%)
7	Conversation of information	11 (12%)	16 (18%)	27(30%)
8	Lack of attitudes of library staffs	34 (38%)	29 (33%)	63(71%)

N.B:  $\chi^2=16.932^{NS}$ , DF=14



From Table No.6.10 it is found that 24(27%) users feels that materials are not available 48(55%) users admitted that maximum information materials are incomplete, 17(20%) are facing difficulty while finding relevant information. 41(47%) respondents admitted that accessing information from internet is very slow. It reveals from the above table that 17(20%) users are facing problems due to overload of information on internet. 24(28%) expressed that it has been taken long time to download relevant information through internet. It has been found that 11(12%) very less percentage of research scholars are facing difficulty in conversation of information. 34(38%) admitted that they are facing lots of problems while seeking information due to lack of attitudes of library staff members.

The Table No.6.10 shows that the value of  $\chi^2$  is 16.932 and the degrees of freedom (df) is 14. The significant chi-square test for users' shows that there is no significant variation among the users as far as facing problems and constraints in seeking information by the scholars is concerned.

### 6.11 Impact of SNS

Impact	Responded	%
Greater Impact	33	38%
Rarely Impact	32	36%
Non Impact	23	26%
<b>Total</b>	<b>88</b>	<b>100%</b>

Table 6.11 reveals the 38% student's opinion is that SNS technology is greater impact to find their suitable job and studies, whereas 26% respondents that they do not have any kind of benefits and 36% say that they receive rare help from the SNS technology-based services for finding their jobs or studies

### 6.12 Mode of Access for SNS

Uses	Yes	No	Total (%)
Android Phone	23(72%)	9(28%)	32(100%)
Laptop	26(79%)	7(21%)	33(100%)
Desktop	21(91%)	2(9%)	23(100%)
Total	70(80%)	18(20%)	88(100%)

N.B:  $\chi^2=3.123^{NS}$ , DF=2

Table 6.12 shows the mode of access for SNT by the user. 72% of the users used android phone followed by desktop 21% ,laptop and all the above 79% .

The Table No.6.12 also shows that the value of  $\chi^2$  is 3.123 and the degrees of freedom (df) is 2. The significant chi-square test for users' shows that there is no significant ( $p > 0.05$ ) variation among the users as far as satisfaction of existing functioning of the library by the scholars is concerned.

## 7. Findings

The findings of this paper are derived from the data analysis and interpretation.

- i. 52% students used Social Networking Sites daily
- ii. The students who spend on SNS one hour in the library were 31% Similarly the students who spend on SNS two to three hours in the library were 40% .
- iii. Out of the total respondents the users maximum use SNS age range between 23 to 28 years of age.
- iv. 70(80%) respondents are aware about the library use of social networking sites .
- v. It is observed that Face Book is used most often by the students followed by YouTube, whatsapp, Google+, Linkindin, Orkut, Myspace.
- vi. 77% users use SNS for chatting and disseminating the useful information.
- vii. 94% users used SNS for study related information.
- viii. 24(27%) users feels that materials are not available, 48(55%) users admitted that maximum information materials are incomplete, 17(20%) are facing difficulty while finding relevant information. 41(47%) respondents admitted that accessing information from internet is very slow, 17(20%) users are facing problems due to overload of information on internet, 24(28%) expressed that it has been taken long time to download relevant information through internet, 11(12%) very less percentage of research scholars are facing difficulty in conversation of information, 34(38%) admitted that they are facing lots of problems while seeking information due to lack of attitudes of library staff members.
- viii. 38% student's opinion is that SNS technology is greater impact to find their suitable job and studies.
- ix. Most of the responded SNS websites are useful for their studies and career .

## 8. Conclusion

The growing dissatisfaction of the users arise from the non availability of the needed documents and lack of provision of services in its true sense, can be boiled down to some extent, the social networking sites bring revolution in library services, they replace traditional library services .It is

hoped that the study would help the librarians are aware to use of social networking sites and they are able to provide new services through SNS.

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