A Study of Use and Awareness of Social Networking Website among Student of Chhatrapati Sahu Ji Maharaj University, Kanpur

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Abstract

Throughout the recent years the rise of the internet has exploded. we have come quite close to being able to do everything online .The objective of this research paper is to explore the potential of social sites to be utilized as an Few year back it was not so admired, but now days it has changed the scenario of the users in universities. People like to be more online rather than offline. Now days, with emergence of social media student and organisations has got a new way by which they can promote their research and services with the maximum and minimum cost. These platform allow us individuals, businesses and other organisations to interact with one and another and to build relationships and communities online. Now traditional media have replaced by social media. effective marketing tool in engaging consumers to participate in marketing presently number of social media users in worldwide in 2019 is 3.484 Billon upto 9% year-on-year.most social networks consists of the same ways to interact such as chat ,video –chat ,e-mail,comments ,messaging ,blogs discussion groups forums and file sharing ,etc.Thus ,the information and communication technology have changed the world information scenario.

Keywords: Social Media, Online Services, Online Sites, Social Networking, Blogs, Web 3.0.

Introduction

The social networking sites are originated from the web which is a popular medium for publishing sharing communicating and disseminating information. With the emergence of new technologies, the web has entered into the advance stage known as web2.0.the social networking is an application that makes the most of intrinsic advantages of online discussion. There are several tools of the web2.0 technologies like blogs, wikis really simple syndication (RRS), instant messaging, Broadcasting, tagging, bookmarking and mashups, etc. the social networking sites are also the one among them. In Ancient India social was the concept of "Kula" it means family and mutual co-operation.The word social is derived from the Latin language 'socious'which mean "Friend" when we are being social then we are the friend of everyone.In other words we can say that social means living organisms including humans are social when they live collectively in interacting community,whether they are aware of it and whether the interaction is voluntary or involuntary. Social means relating to society or its organisation and interacting with other people by sharing information between them.

The term Media refers to a tool of communication or components of the mass communication industry sharing of information such as the internet, T.V, radio, video, article, newspaper, an animated GIF, PDF document, print media, advertising and Broadcasting etc.

Tim O Reilly, the founder of O'Reilly media has coined that web 2.0 is the business revolution in the industry of computer factor by the moving of internet as platform and try to know the principle for achievement on that new platform".

Social Media are web-based communications tools.The mediated technology of computer that benefit the fagrication and sharing of news, knowledge, media, ideas, career intrests. A large group of people share their opinion through social sites.A important part of social media is growing rapidly in everyday life and due to overusing of smartphones.

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Social Website: The Concept Explanation

Social networking is an assemblage of individuals into specific groups e.g. students of particulars stream .it is relationship between people who belong to different regions but with the same purpose .social networking is possible in schools. Colleges universities or in the workplace among the people of same group.the online community on the social websites share common things such as news, hobbies, regions, culture etc.

Definitions of Socila Networking Sites (SNSs)

Social networking sites, such as Myspace.com or Facebook.com, enable individuals to represent their social networks in a computer – mediated context .while the exact value and meaning of the social connections represented in online social networks is variable .(Donath and Boyd. 2004). Newman (2003) started that social network as a set of individuals who establish with each other sites of some links, such as friendship.

Chhatrapati Sahu Ji Maharaj University and Library

The Chhatrapati Shahu Ji Maharaj University Kanpur, Established in 1966, it has not looked back, now it has 190 affiliated colleges in 14 districts. Spreading over a campus of 264 acres. While the undergraduate and post-graduate programmes in all disciplines of Art, Science, Commerce, Law, Engineering and Medicine are offered in affiliated colleges and institutions. The university seeks to contribute to student an education through curriculum design, the development of new courses and the application of a forward looking and innovative teaching methodology. The residential wing of the campus includes faculties of Life Sciences, Business Management, Education and English. It also has a computer centre, a department of Adult Education. For catering to the needs of young engineering aspirants, the university has recently started an Institute of Engineering and Technology in the campus offering courses in four branches of engineering viz. Chemical, Computer Science and Information, Mechanical Engineering in the first instance.

Objectives of the Study

1. To find out of the extent of use of social networking among students.
2. To know the purpose of use of social networking.
3. To find out the most popular social networking websites among the students.
4. To know about the major problems of using social networking sites.
5. To find out the merits and demerits of social networking sites for students.

Hypotheses to be tested

A hypothesis is a shrewd guess intended to explain certain facts or observation on the topic of study for the present study following hypothesis were proposed to be tested.

1. Female are in the majority of using SNSs.
2. Majority of the students use these websites for making friends.
3. Face social networking sites is the most popular among the students.
4. Internet connectivity is the major problem while using these sites.
5. Use of these sites is wasting of time.

Scope of the Study

The research is conducted on all the post-graduate and above level students who come to use the internet in the University Library .the study focused on the social networking and its use by the students chattrapati sahu ji maharaj University, Kanpur.

Methodology Used In the Study

A survey in Chattrapati sahu ji maharaj University library was conducted by using a well-constructed questionnaire .the 260 questionnaire were distributed among the users from the month of September 2019 to December 2019.However, personal talks and interviews were also conducted to fill up the gap of questionnaires.There were 228(87.6%)duly filled questionnaires were received .

Analysis and Interpretation of Data

For analysis and interpretation of the data,Figures,tables ,etc. have used.The interpretation of data collected through questionnaire are given in successive figures .in total there were 260 questionnaires distributed ,out of which 87.6%(228)were received back from the users .Among the respondent 65%(148) were female and 35%(80) were male.Among the respondents were 55%(125) of respondents belong to 20-24 years age while 40%(91) belongs to 25-29 age groups.However ,5% (11) are from age 30-34 years. It indicates that these websites are more popular among youngsters.

Findings of The Study

The students of age group from 20 to 24 in CSJM university are more aware with the use of SNSs .it is found that the female is more interactive with SNSs than male students .face book is the most popular SNSs among students .it is found that the major problem of SNSs is lack of privacy and ultimately becomes a reason of mental stress .finally it is found that posting of message and interacts with people are the main merits of SNSs.
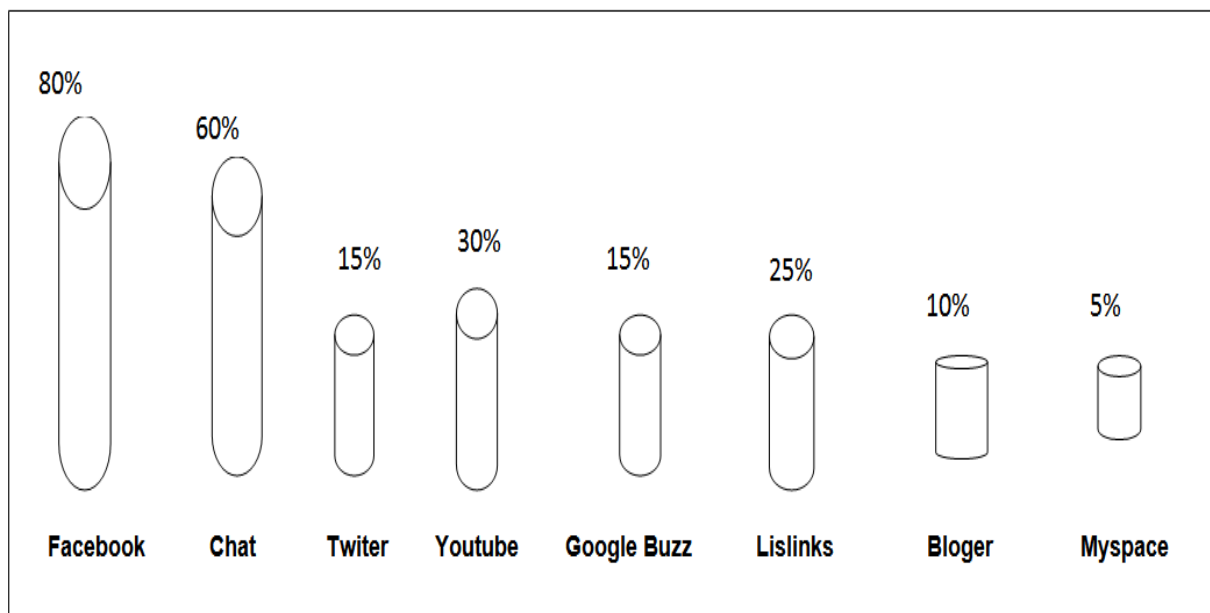
Figure 1: Commonly Used SNSs

Conclusion

The popular concept of social networking sites is a new phenomenon among the university community .these are providing various ways to interact with family and friends to share information and experiences.there are various means such as posting of message, photo, video and joining communities by which users update with the personal life of their friends.the magic of SNSs is as high as this may become a solid reason of mental stress of the users.as far as privacy is concerned.there is no guarantee of it. On the other hand, it is an area of common interest of people. Where people may be supplement to each other. The benefits of SNSs can be utilized for implementing new services in the field of libraries.

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