

USAGE OF SOCIAL NETWORKING TOOLS AMONG THE ENGINEERING COLLEGE STUDENTS ERODE DISTRICT – A CASE STUDY.

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Abstract: This study attempt usage of Social Medias among the engineering college students in Erode district. A data collect from selected engineering department students in engineering colleges. The primary data collect from with the help of questionnaire total 400 numbers of questionnaires distributed. 375 questioners were randomly received back. However 25 questionnaires are rejected due to incompleteness of answer. Hence selected 375 questionnaires are used for analysis data. In this study 213 respondents are highly satisfied with e-resources.

Keywords: Social Medias, Networking, Engineering, Colleges, Technology, Information, User Study.

Introduction

Social medias is a 21st century term used to broadly define a variety of networked tools are technologies that the emphasize the social aspects of the internet of a channel for communication, collaboration and creative expression and is often interchangeable with a terms Web 2.0 and social software. Example of social media include experience and resource sharing tools such as delicious, wordpress and Twitter that enable online and social book marking, blogging and micro blogging; wiki software such as PB works that enables that creation of collaborative workspaces; media sharing tools such as Flickr and YouTube that enable social tagging; social networking cites (SNS) such as face book and LinkedIn that enable social networking and web based cloud computing office tools such as Google apps that enable document and calendar sharing and edition among their things.

Learning using mobile technologies such as mobile phones/smart phones, iPhones, PDAs, iPod is boon especially for the peoples who are busy with their work and those jobs require them to continuously move. But mobile applications for information seeker too have grown up tremendously with the growth of technology. From Children to adults all are finding their piece of information with this wireless technology. Various research has been carried out in this respect and it came up with unexpected results which shows people today are using this handheld device for text messaging, photo messaging, access internet from their mobiles, e-mail and do so many interactive activities with handsets various features.

Recent years have seen a transformation in the type of content available on the web. During the first decade of the web's prominence—from the early 1990s onwards—most online content resembled traditional published material: the majority of web users were consumers of content, created by a relatively small amount of publishers. From the early 2000s, user-generated content has become increasingly popular on the web: more and more users participate in content creation, rather than just consumption. Popular usergenerated content (or social media) domains include blogs and web forums, social bookmarking sites, photo and video sharing communities, as well as social networking platforms such as Facebook and MySpace, which offers a combination of all of these with an emphasis on the relationships among the users of the community.

The information explosion and the social Medias of users are demanding libraries to adopt new philosophies and technologies for collection development and reduce the costs of information. Strategic in recent years, libraries and information systems have witnessed a major turnaround by budging towards digital medium from traditional print medium. Albeit print content still form a major component of libraries and information centres, the march towards a digital mediums fast and rapid. The notion of Digital Libraries, which was looked upon in scepticism a few years ago, has today become a simple reality. During this transformation

process, while major focus was laid upon digital content production, collection and storage, the area of digital content retrieval received very little attention. This has resulted in serious problems with respect to information retrieval in digital form.

Review of Literature

Jeon et al. (2017) extracted a set of features from a sample of answers in Naver, 6 a Korean question/answering portal similar to Yahoo! Answers. They built a model for answer quality based on features derived from the particular answer being analyzed, such as answer length, number of points received, etc., as well as user features, such as fraction of best answers, number of answers given, etc. Our work expands on this by exploring a substantially larger range of features including both structural, textual, and community features, and by identifying quality of questions in addition to answer quality.

Nee, Chee Ken (2014) investigated the impacts of incorporating Edmodo as educational network, into a classroom setting on the academic achievement of Biology students based on three types of conceptual level comprises of direct, simple, and complex concept. The results indicated that students that were instructed by the instruction with intervention performed a larger on the gain scores of all the three cognitive levels; than those instructed by the conventional approaches. This educational network will permeate all facets of the curriculum as a new paradigm of teaching tools.

Brady, Kevin, P. (2010) evaluated the largely unexplored educational benefits of SNSs and surveyed graduate students enrolled in distance education courses using Ning in Education, an education-based SNS, based on their attitudes toward SNSs as productive online tools for teaching and learning. The study suggested that education-based SNSs can be used most effectively in distance education courses as a technological tool for improved online communications among students in higher distance education courses.

Leitch, S. (2011) mentioned about prior research which was conducted at an Australian University into the design of online teaching and learning systems from a student's perspective and uses these outcomes to focus and trial the use of two social networking technologies in a tertiary education institution.

Santhi.B & Jayaprakash.M (2017) discovered that the study on use of information communication technology among PG and Research Scholars of PRIMS, Periyar University. The main objectives of the study extend of ICT, present level of awareness, which software they are used and problems faced by the respondents using ICT. The research conducted that study on questionnaire method based. The questionnaire was designed and administrated randomly to the 158 PG students and 22 research scholars total no of 180 questionnaire were returned that giving response rate of 83.33%. The collected data was using analysis of data simple random sampling techniques. The study investigated that awareness and utilization of information communication technology related issued among the PG and Research students of PRIMS, Periyar University. Research scholars are heavily depended on ICT for their research and keep them up-do-date. The study reveals that the research & PG students are using the available ICT satisfactorily.

Objectives of this study

This study aimed to study the engineering college students in erode district on academic performance of students.

- Provide students with a general understanding of research on new communication technology use and effects.
- Give students a set of tools for thinking critically about the role of new communication technology in our education purpose
- Familiarize students with differences in new communication technology on a global level
- Give students the opportunity to critically evaluate the role and uses of new communication technology across education.

Research Methodology

The total numbers of 400 questionnaires were distributed to post graduate students. The 375 questionnaire are received to the respondents. The questionnaires were received at the rate of 93.75%. The study includes the data from the category of engineering college students erode district only. The collected data are analysed simple percentages and tables using this study.

Analysis and findings

The study has been conducted at engineering college students in Erode district. This study was undertaken to analyse the usage pattern and level of understanding of social networking tools among the user community of engineering college students.

Table 1: Gender wise Distribution

S.No	Gender	No. of Respondents	Percentage
1	Male	221	59 %
2	Female	154	41 %
	Total	375	100%

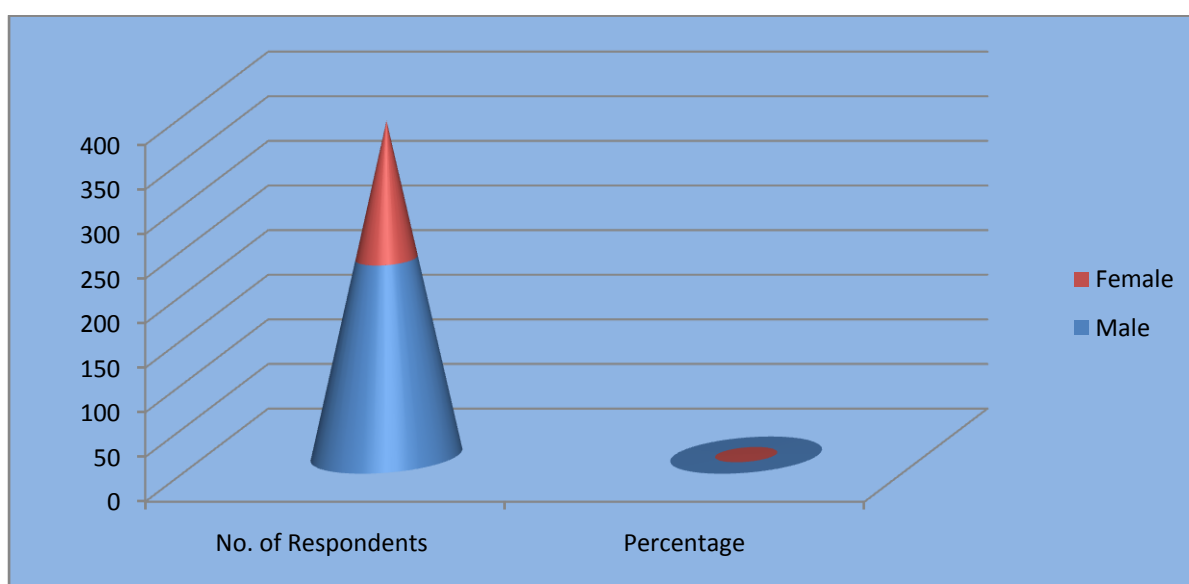


Table 1 indicated that the majority of 221 (59%) male respondents and the rest of 154 (41%) respondents are female. It was found that most of the respondents were from male and noted that female respondents were participated with eagerly such a research and ranked first between them.

Table 2: Age wise Distribution

S.No	Gender	No. of Respondents	Percentage
1	20-22	210	56%
2	23-25	104	27%
3	Above 25	61	17%
	Total	375	100%

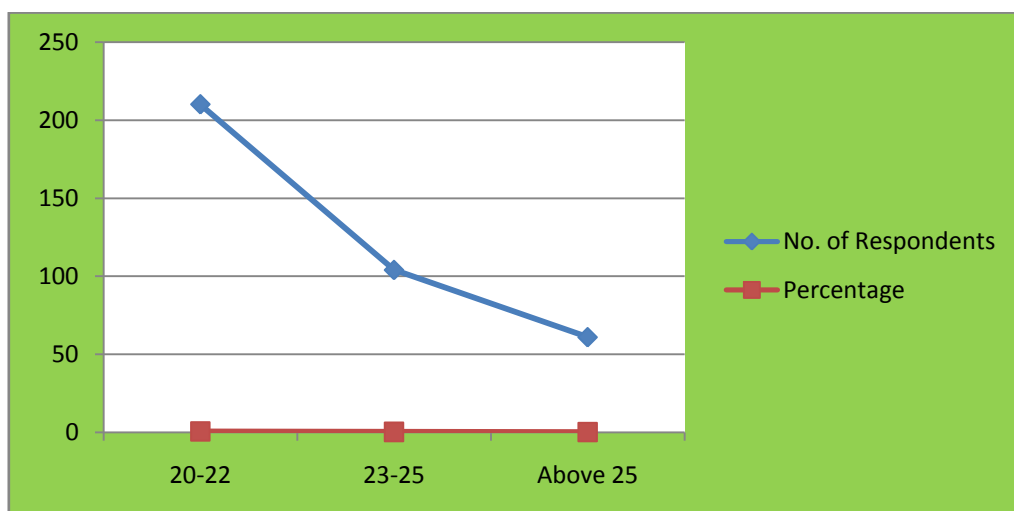


Table 2 describes that the age-wise distribution of respondents. In this study, 210 (56%) of the respondents are age category of 20-22 years age group, 104 (27%) of the respondents are 23-25 years age group and above 25 years 61 (17%) of the respondents. Most of the respondents are age wise category of 20-22 years is the first rank position.

Table 3: Social Networking Tools wise Distribution

S.No	Tools	No. of Respondents		Percentage	
		Male	Female	M	F
1	You tube	24	16	10%	11%
2	Instagram	29	11	13%	8%
3	Twitter	25	15	11%	10%
4	Linkdln	32	18	14%	13%
5	Hangouts	17	23	7%	16%
6	Pinterest	26	17	11%	12%
7	Whatsapp	41	28	18%	19%
8	Facebook	37	16	16%	11%
	Total	231	144	100%	100%

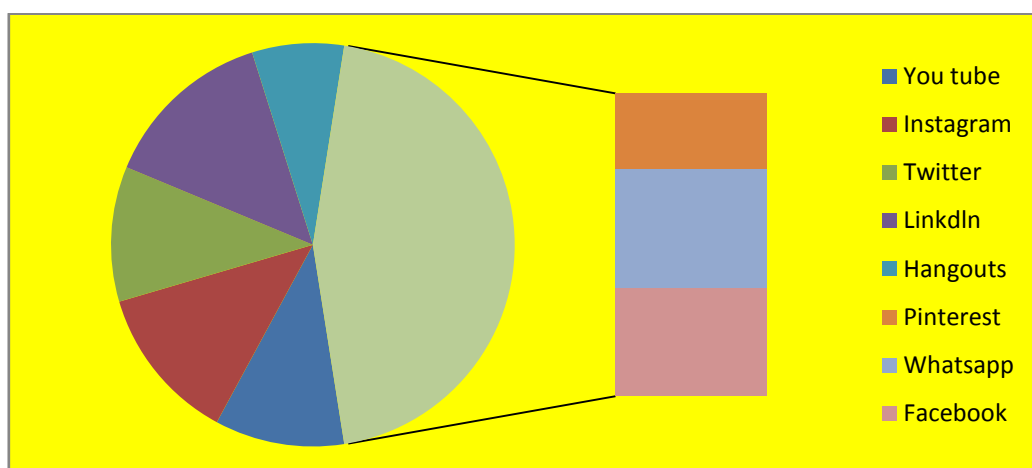


Table 3 shows that the respondents out of 231 male respondents and 144 female respondents, the maximum number of 41 (18%) male respondents and 28 (19%) of female respondents are Whatsapp was ranked first and 37 (16%) respondents was from the Facebook and ranked second and followed by LinkedIn with 32 (14%) male respondents 18 (13%) female respondents ranked third and the remaining You tube 24 (10%) male and 16 (11%) female respondents followed by Instagram 29 (13%) male respondents and 11 (8%) female respondents, Twitter 25 (11%) male respondents and 15 (10%) female respondents followed by Printrest and Hangouts 26 (11%) male, 17 (12%) female and 17 (7%) male respondents and 23 (16%) female respondents are Hangouts tools used.

Table 4: Problems while using the electronic Resources

S.No	Positive Impact	Total
1	The usage of engineering students is useful in higher educational institutions, because they are an effective communication application.	375
2	Group discussions can be arranged with the experts using social medias.	325
3	An appointment can be fixed with other subject experts through social tools	315
4	Social networking site is helpful in the students' studies because the students can receive announcements from lecturers and faculty.	275
5	The social tools help in the students' studies because the student can discuss their assignments with friends.	355
6	Using social tools improves the interaction with classmates, lecturers and other subject experts	175
7	Social tools facilitate the academic activities and coordinate with others	155

The table no 4 shows the students opinions on positive impacts of academic performance. Responses of students opinion on the positive impacts of social sites to student academic performance have more number of students mentioned that help of social sites in the students' studies because the student can discuss their assignments with friends. Less number of students stated about the improvement of the interaction with classmates, lecturers and other subject experts by social sites.

Table 5: Level of Satisfaction using the Social Networking tools

S.No	Level of Satisfaction	No. of Respondents	Percentage
1	Highly satisfied	213	56%
2	Satisfied	89	24%
3	Partially satisfied	48	13%
4	Not Satisfied	17	5%
5	No opinion	8	2%
	Total	375	100%

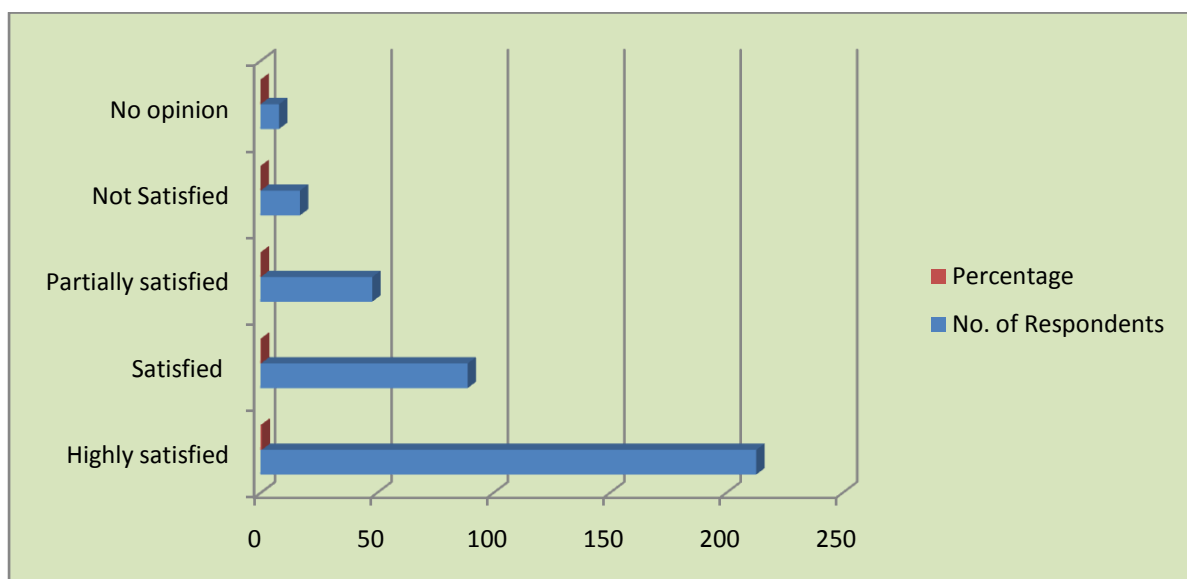


Table 5 shows that various level of satisfaction while using social tools in college library during the period of study. Among the 213 (56%) of respondents are highly satisfied of satisfaction to the use of social sites and followed by 89 (24%) of the respondents are satisfied and 48 (13%) of the respondents are partially satisfied and 17 (5%) of the respondents are not satisfied to use the social tools and finally 8 (2%) of the respondents are no opinion of the satisfaction any remarks.

Table 6: Hours of spending in the SNS

S.No	Spending Hours	No. of Respondents	Percentage
1	Below 1 hour	125	33%
2	1 to 2 hours	117	32%
3	2 to 3 hours	88	23%
4	More than 3 hours	45	12%
	Total	375	100%

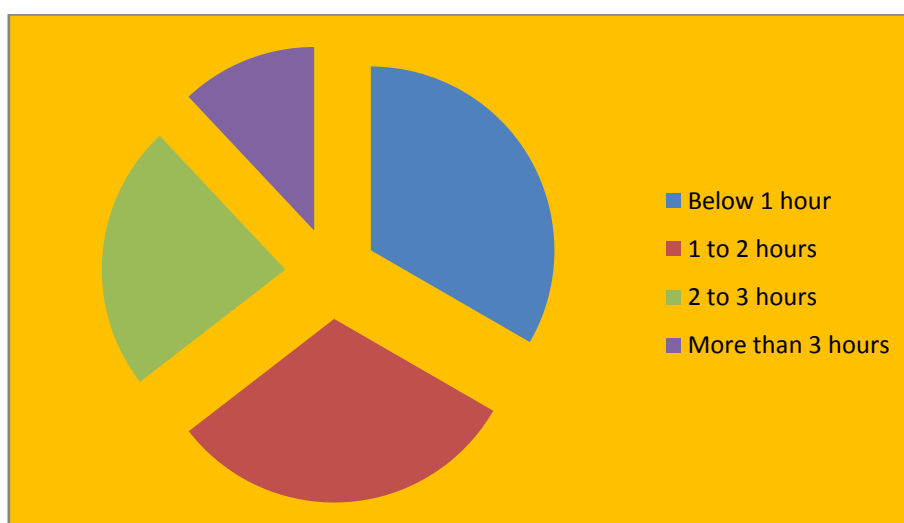


Table 6 shows that the respondents how many hours spending their time in SNS. It is identified that the 125 (33%) of the respondents are using below 1 hour spending in SNS for study purpose, 117 (32%) of the respondents are using 1 to 2 hours, 88 (23%) of the respondents are using 2 to 3 hours spending and finally more than 3 hours 45 (12%) of the respondents using the SNS. Most of the students are using the below 1 hour using the SNS.

Conclusion

Most of the students are known that are engage in the use of social networking tools for socializing activities moderately than for academic purposes. However most of the students are using whatsapp and facebook for study purpose using the social tools. However most of the students felt that the social sites used to a negative impact on their academic performance compared with positive impacts, due to lack of awareness among the students and faculty for appropriate usage of social networking sites topics of educational interest. In the meantime, the positive impacts of social networking sites on their academic performance are considerably low.

This study recommended the college to improve the social tools and also to arrange the orientation programme for effective use of electronic information. Most of the students are lack of the knowledge and lack of time and training says that the social networking tools. So college library and departments are arranging the seminars and conferences are training programme or workshop in social networking sites.

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