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Role of social networking sites in information and communication: An analytical study of research scholars of Kashmir University

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Abstract

As reported earlier the aim of the study was to investigate the Role of Social Networking Sites in Information and Communication. The researcher made a list of schools both research scholars of the University of Kashmir. The total sample for the present investigation consists of 200 respondents. However, due representation of was given on the basis of type of faculty of the respondents. The required sample was selected with the help of random sampling technique. In pursuance to same, it was found that maximum of the respondents use maximum of the social net-working sites. However, it was seen that maximum of the respondents hold WhatsApp account. Besides, next to this it was seen that research scholars use Facebook account. Thus WhatsApp and Facebook was reported common social networking site availed by respondents. It was found that there is significant impact of social networking site sage in the domain of information and communication technology.

Keywords: social networking sites, information and communication, research scholars

Introduction

A social networking site creates network communication among the user community. Though social networking site serves for communication purposes among special interest groups, the marketing strategy has also entered this medium for its reach. People get exposed to various kinds of brand communication through this media. Social networking websites are online communities of people who share interests and activities or who are interested in exploring the interests and activities of others. They typically provide a variety of ways for users to interact, through chat, messaging, email, video, voice chat, file-sharing, blogging and discussion groups. The world has witnessed a shift in the focus of Web applications towards social interaction, collaboration and networking. This development has also influenced education. Social media application has become a new way of life in the field of education. Scholars and technocrats had identified the ways and means for the inclusion of various social media applications in the learning process in higher education. The tools range from general-purpose tools for the generic community of interest to highly specialized tools for the support of learning in higher educational environment. The salient aspects of the study namely features of social media, development of social media, impact of social media on society, application of social media for educational development, application of social media for higher education management, application of social media for personality development of students, significance of the study, statement of the problem and objectives of the study are amplified in this chapter. The present study evaluated the impact of social networking sites on information and technology of research scholars of University of Kashmir. In context to same large number of the research studies has been conducted at national and international level. Like the studies conducted by Williams, C. & Adesope, R. Y. (2017) ^[21], Cacioppo, J. T., Fowler, J. H. & Christakis, N. A. (2009) ^[20], Bhat, M., I. & Mudhol, M., V. (2014) ^[10], Bimer, B. (2000) ^[12], Bowers, C. (2008) ^[13], Banquill, K. Burce, C. Chua, N. & Dianalan, S. (2009) ^[6], B., Kumar, N. A., & Pai, S.R. (2014) ^[5] and Asemah ES & Edegoh LO (2012) ^[4]. However, least research has been done in the field of Jammu and Kashmir in the same domain, Keeping in view the investigator selected the below mentioned research problem.

Research problem: The statement of the research problem is as under:

“Role of Social Networking Sites in Information and Communication: An Analytical Study of Research Scholars of Kashmir University”.

Objectives: The objectives of the study are as under:

- 1) To explore the role social networking sites on below mentioned domains of the information and communication:
 - a) Type of social networking site sage
 - b) Tools for social-networking site usage
 - c) Frequency of social-networking site usage

Hypothesis: Based on the richness background of the knowledge the investigator presumed the below mentioned research problem:

- 1) Social networking sites has positive impact on below mentioned domains of the Information and Communication:
 - a) Type of social networking site sage.
 - b) Tools for social-networking site usage.
 - c) Frequency of social-networking site usage.

Methodology: the present study was carried with the help of descriptive research. The parameters involved in the methodology are reported as under:

Sampling procedure: The researcher made a list of schools both research scholars of the University of Kashmir. The total sample for the present investigation consists of 200 respondents. However, due representation of was given on the basis of type of faculty of the respondents. The required sample was selected with the help of random sampling technique.

Statistical treatment: The collected data was put to suitable statistical treatment by sing frequency distribution, percentage, standard deviation and independent ‘t’ test.

Analysis and interpretation of the data: The data has been analysed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

Table 1: Showing the type of social networking site used by respondents. (N=200)

Dimension-I			
S. No.	Social Networking site	Frequency	Percentage
1.	Facebook	170	85
2.	WhatsApp	180	90.00
3.	Twitter	40	20
4.	Research gate	50	25.00
5.	LinkedIn	05	2.50
6.	Google+	03	1.50
7.	Academia.edu	2	1.00
8.	My Space	3	1.50
9.	Blogger.com	4	2.00
10.	Other Specify please	0.00	0.00

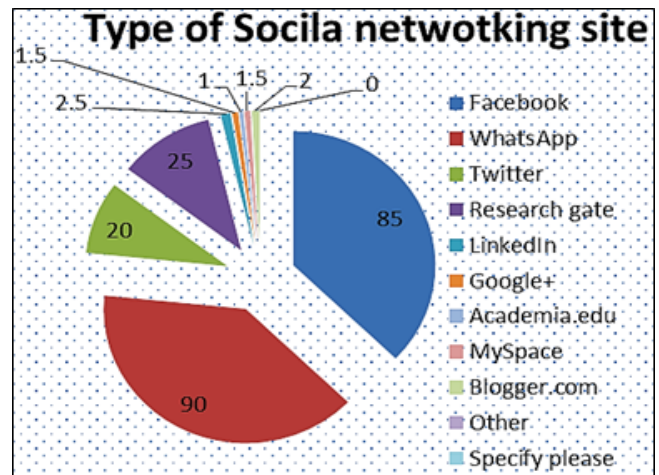


Fig 1: Showing the type of social networking site used by respondents (Research Scholars). (N=200)

Discussion

the results reported in Table 1 gives information about the frequency percent wise distribution of the research scholars on their usage of social networking sites (dimension-I). In this dimension the respondents were allowed to submit multiple responses. According the results reveal that 85% (F=170) use Facebook in their day to day usage. Besides, 90% (F=180) use WhatsApp in their day to day usage. In addition to this, it was seen that 20% (F=40) use Twitter in their day to day usage. Further, it was seen that % (F=180) use Twitter WhatsApp in their day to day usage. The results reported in the same table reveal that 25% (F=50) use research gate site in their day to day usage. The results inferred that 2.50% (F=05) were seen LinkedIn usage in day to day life. In the meantime, it was seen that 1.50% (F=03) were seen with using Google+ 1.50% (F=03). The results further reveal that 1.50% (F=3.00) were found who use academia.edu in their day to day usage. The results reveal that 1.50% (F=3.00) use My Space for gaining day to day information. In pursuance to same, it was found that 2.00% (F=4.00) use Blogger.com for gaining day to day information. In pursuance to same, it was found that 0.00% (F=0.00) use other social networking sites for gaining day to day information.

Thus, from the above reported results it can be inferred that maximum of the respondents use maximum of the social net-working sites. However, it was seen that maximum (90%) of the respondents hold WhatsApp account. Besides, next to this it was seen that 85% research scholars use Facebook account. Thus WhatsApp and Facebook was reported common social networking site availed by respondents.

Table 2: Showing the tools used by respondents (Research Scholars) for using social networking site. (N=200)

Dimension-II: Tools for using SNSs	Frequency	Percentage
Laptop	150	75.00
P. C	20	10.00
Mobile	190	95.00
Other	0.00	0.00
Specify please	0.00	0.00

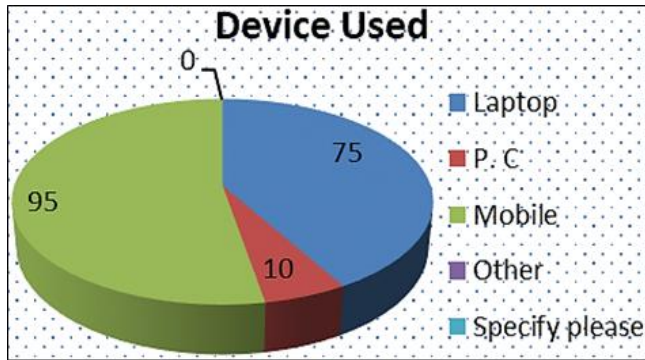


Fig 2: Showing the graphical representation on the tools used by respondents (Research Scholars) for using social networking site

Discussion

The results reported in Table 2 gives information about the frequency percent wise distribution of the research scholars on their tools used by respondents (Research Scholars) for using social networking site (Dimension-II). In this dimension the respondents were allowed to submit multiple responses. Accordingly, the results reveal that 75% (F=150) use laptops for getting internet access in their day to day usage. Besides, 10% (F=20.00) use personal computers for getting access in their day to day internet usage. Further, 95% (F=190) use smart phones for getting internet access in their day to day usage. In addition to this, no any respondents was seen using any other device for using social networking sites in their day to day life.

Therefore from the above discussion, it was found that Mobile device and laptop was found the most common device used by the respondents for using social networking sites. It was found that that 75% (F=150) use laptops for getting internet access in their day to day usage. Further, 95% (F=190) use smart phones for getting internet access in their day to day usage.

Table 3: Showing the place used by respondents (Research Scholars) location for using social networking site. (N=200)

Dimension-III: Place for accessing SNSs	Frequency	Percentage
1 Department	50	25.00
2 Computer center	03	1.50
3 Home	140	70.00
4 Cyber Café	10	5.00
5 Anywhere through Mobile usage	190	95.00

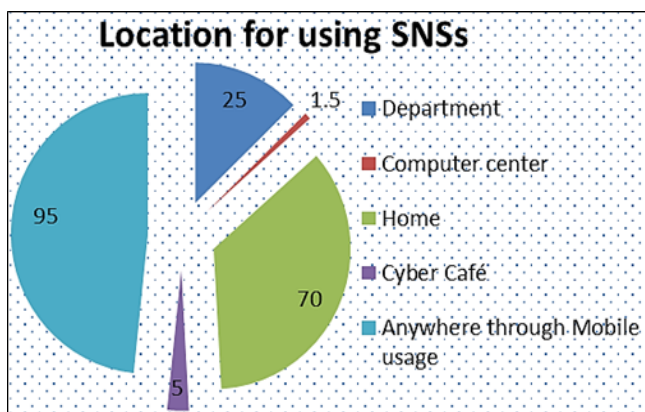


Fig 3: Showing the graphical representation on the place used by respondents (Research Scholars) for using social networking site

Discussion

The results reported in table 3 gives information about the frequency percent wise distribution of the research scholars on the basis of their place for using social networking site (Dimension-III). In this dimension the respondents were allowed to submit multiple responses. Accordingly, the results reveal that 25% (F=50) use social networking site in their departments. In addition to this it was seen that 1.50% (F=03) use social networking site in their computer centres. Besides, it was seen that 80% (F=140) use social networking site at their respective homes. In addition to this, it was seen that 5.00% (F=10) use social networking site at cyber cafes. The results reveal that 95.00 (F=190) use social networking sites at anywhere through mobile usage. Therefore, from the above discussion maximum respondents 80% (F=140) use social networking site at their respective homes and 95.00 (F=190) use social networking sites at anywhere through mobile usage.

Conclusion

As reported earlier the aim of the study was to investigate the Role of Social Networking Sites in Information and Communication. In pursuance to same, it was found that maximum of the respondents use maximum of the social net-working sites. However, it was seen that maximum of the respondents hold WhatsApp account. Besides, next to this it was seen that research scholars use Facebook account. Thus WhatsApp and Facebook was reported common social networking site availed by respondents. It was found that there is significant impact of social networking site sage in the domain of information and communication technology.

Competing interest: The research declared that no potential if interest with respect to authorship, research and publication of this article.

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