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Social Networking Sites Usage among the Faculty Members of Social Science Departments in Annamalai University: A Study

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ABSTRACT
The purpose of the present survey is to study the usage of Social Networking Sites (SNS) among the Faculty members of Social Science Departments in Annamalai University. It emphasizes awareness, duration, frequency, purpose and satisfaction level of using Social Networking Sites. For this purpose a structured questionnaire was designed to collect the data from the Faculty members. 235 questionnaires were distributed to the respondents, 223 dully filled questionnaires were received back. The data analysis done at MS Excel.
Key words: Social Networks, Social Networking Sites, Social Science Department,   Annamalai University.

I.   INTRODUCTION

A Social Network is described as a structure made of one or more specific types of interdependency connected with a group of members or organizations. In a Social Network the relation between the people like friendship, decision, information, thoughts and ideas etc., the Social Network represents the people's relationship amongst them and it depicts Alice's relationship with different people of the group. Some Social Networks are constructed or designed to share the information within a single network. A social Network provides the complex relationship between the people and they do not consider demographic factors such as gender. It integrates a wide variety of discipline, which includes Anthropology, Biology, Communication Studies, Economics, Geography, Information Science, Social Psychology and Social Linguistics. The concept of social network has evolved over the years and now Social network analysis is paradigm with its own theoretical statements, methods, soft wares and researchers. On the other hand the social networks are used in teaching and learning process with various aspects.

Internet is becoming another means of communication, integrated into the regular patterns of social life. In recent years it is a primary source of communication that could be used for teaching, learning, entertainment and other social activities. The internet provides various modes of communication like Video, Audio, Text etc. It is also one of the major medium for marketing in commercial transactions. Due to the development of the technology, the web based business and marketing activities are able to achieve maximum output. Now the best advanced business strategies are used for marketing and spreading their brands through Social Networking Sites, such sites provide online communication among the people to interact and share the information through Chat, e-mail, Video, Voice Chat, File share.

About the University

The Annamalai University is one of the largest residential university in the country founded by Hon'ble Dr. Rajah Sir Annamalai Chettiar. It was started as the Minakshi College in 1920, became University in 1929 and presently it has 50 departments of the study. It has student strength of about 22,000 pursuing different regular programmes of study. The university has 11 departments under the faculties of Arts.

Objectives of the Study
The main objectives of the study are as fellows:
▪ To know the awareness and use of Social Networking Sites by the faculty members.
▪ To identify the purpose of using SNS by the faculty members.
▪ To study the duration and frequency of using SNS by the respondents.
▪ To identify the satisfaction level of respondents using SNS.

II.   METHODOLOGY

Questionnaire method is the popular method of collecting information in Social Sciences. Therefore, the present study the data collected from the Faculty members through questionnaire method. A total of 235 questionnaires were distributed to the faculty members of Social Science departments, 223 valid questionnaires were collected from the faculty

members (Table-1). The response rate was94.89%. All the collected data were used for analysis and interpretation and presented in the following paragraphs.

Table 1 Designation wise Distribution of Questionnaire

Designation	No. of Questionnaire Distributed	No. of Questionnaire Received	Response Rate
Professor	60	55	91.67
Associate Professor	75	72	96.00
Assistant Professor	100	96	96.00
Total	235	223	94.89

Table 2 Sources through which the Respondents are Aware of SNS

Sources	Professor	%	Associate Professor	%	Assistant Professor	%	Total	%
Institution Website	10	18.18	22	30.56	32	33.33	64	28.70
Colleagues Reference	18	32.73	31	43.06	41	42.71	90	40.36
Guidance	2	3.64	15	20.83	21	21.88	38	17.04
Internet Sources	22	40.00	29	40.28	34	35.42	85	38.12
Journals/ Magazine	10	18.18	17	23.61	27	28.13	54	24.22
Workshops/ Seminars	7	12.73	21	29.17	38	39.58	66	29.60
Others	2	3.64	3	4.17	4	4.17	9	4.04

Table 2 shows the designation wise distribution wise distribution of respondents and the sources through which these used for teaching and learning purpose. Since the question involves multiple choice answers. From the analysis it can obvious that majority of the respondents indicate that the respondents are aware of SNS through Colleagues reference (40.36%) followed by Internet sources (38.12%) and Institution Website.

Table 3 Respondents having Accounts in different SNS

Social Networking Sites	Professor	Associate Professor	Assistant Professor	Total
Researchgate.net	33 (60.00)	54 (75.00)	82 (85.42)	169 (75.78)
Acdemia.Edu	18 (32.73)	47 (65.28)	65 (67.71)	130 (58.30)
Tumblr	0 (0.00)	2 (2.78)	2 (2.78)	04 (1.79)
Mendeley	2 (3.64)	7 (9.72)	12 (12.50)	21 (9.42)
Whatsapp	53 (96.36)	68 (94.44)	93 (96.88)	214 (95.96)
Scholasticahg.com	2 (3.64)	5 (6.94)	7 (7.29)	14 (6.28)
Google scholar	37 (67.27)	52 (72.22)	78 (81.25)	167 (74.89)
Hike	5 (9.09)	8 (11.11)	28 (29.17)	41 (18.39)
LinkedIn	21 (38.18)	32 (44.44)	44 (45.83)	97 (43.50)
Facebook	52 (94.55)	65 (90.28)	91 (94.73)	208 (93.27)
Burrp	1 (1.82)	1 (1.39)	2 (2.08)	04 ()1.79
Myspace	0 (0.00)	0 (0.00)	4 (4.17)	04 (1.79)
Photo Bucket	3 (5.45)	5 (6.94)	9 (9.38)	17 (7.62)
Scribd	21 (38.18)	27 (37.50)	32 (33.33)	80 (35.87)
Wiki/Blog	31 (56.36)	43 (59.72)	61 (63.54)	135 (60.54)
Twitter	15	22	31	68

	(27.27)	(30.56)	(32.29)	(30.49)
Total	294 (21.41)	438 (31.90)	641 (46.69)	1373 (100.00)

Table 3 clearly shows that 55 Professors have 294 accounts, 72 Associate professors have 438 accounts and 96 Assistant Professors have 641 accounts in various Scoical Netwrling Sites. It is found from the table that majority of the account holders in various SNS are Assistant Professors. Out of the total responses received (1373) given by 223 respondents shows that the faculty members have more than one account in 16 different sites and majority of the respondents have accounts in Whatsapp 214(95.96%); Face book 208(93.27%); Researchgate.net 169(75.78%) and Google Scholar 167(74.89%). From the result we can infer that majority of the account holders in various SNS are Assistant Professors.

Table 4 Duration of Usage of SNS by the Respondents

Duration	Professor	%	Associate Professor	%	Assistant Professor	%	Total	%
0-1 Year	3	5.45	5	6.94	2	2.08	10	4.48
1-3 Years	8	14.55	11	15.28	15	15.63	34	15.25
3-5 Years	15	27.27	21	29.17	27	28.13	63	28.25
Above 5 Years	29	52.73	35	48.61	52	54.17	116	52.02
Total	55	100.00	72	100.00	96	100.00	223	100.00

From Table 4 it was observed that among the total 223 respondents, 10(4.48%) respondents were using SNS for less than one year; 34(15.25%) respondents were using SNS between 1-3 years; 63(28.25%) respondents (53.02%) respondents were using SNS for more than 5 years. The result visualizes that the vast majority of the respondents were using SNS for more than a year and the absolute majority of the respondents were using SNS for more than 3 years.

Table 5 Frequency of Usage of SNS by the Respondents

Frequency	Professor	%	Associate Professor	%	Assistant Professor	%	Total	%
Daily	37	67.27	43	59.72	57	59.38	137	61.43
Weekly	10	18.18	18	25.00	22	22.92	50	22.42
Fortnightly	3	5.45	4	5.56	7	7.29	14	6.28
Monthly	3	5.45	2	2.78	2	2.08	7	3.14
Occasionally	2	3.64	5	6.94	8	8.33	15	6.73
Total	55	100.00	72	100.00	96	100.00	223	100.00

The Table 5 shows how frequently the respondents uses SNS. Among the total 223 respondents 137(61.43%) respondents used SNS on a daily basis; 50(22.42%) respondents used on a weekly basis; 14(6.28%) respondents used on a fortnightly basis; 7(3.14%) respondents used on a monthly basis and 15(6.73%) respondents used SNS occasionally. It was found that majority of the respondents used SNS on daily and weekly basis.

Table 6 Purpose of using SNS by the Respondents

Purpose	Professor	Associate Professor	Assistant Professor	Total
Writing Research Papers	12 (21.82)	28 (38.89)	54 (56.25)	94 (42.15)
Current Developments	39 (70.91)	57 (79.17)	82 (85.42)	178 (79.82)
To collect Research Materials	28 (50.91)	47 (65.28)	85 (88.54)	160 (71.75)
Preparing Class notes	18 (32.73)	51 (70.83)	89 (92.71)	158 (70.85)
To collect Reference Materials	21 (38.18)	31 (43.06)	48 (50.00)	100 (44.84)
Conference/ Seminars and Workshops	15 (27.27)	37 (51.39)	64 (66.67)	116 (52.02)

Table 6 shows the professional purpose of using Social Networking Sites by the respondents. It is clear from the table that majority of the respondents opined that they use Social Networking Sites for collecting information on current development (79.82%); to collect research materials (71.75%); for preparing class notes (70.85%); to get information on conferences, seminars and workshops relating to their discipline (52.02%); to collect reference materials (44.84%) and writing research papers (42.15%). It is inferred from the table that majority of the respondents use Social Networking Sites for collecting information on current developments.

Table 7 Sources used by the Respondents on SNS to Collect Information

Purpose	Professor	Associate Professor	Assistant Professor	Total
Cloud Service	8 (14.55)	11 (15.28)	18 (18.75)	37 (16.59)
E-Journals	28 (50.91)	44 (61.11)	64 (66.67)	136 (60.99)
NPTEL Materials	21 (38.18)	51 (56.94)	65 (67.71)	137 (61.43)
E-books	25 (45.45)	41 (56.94)	62 (64.58)	128 (57.40)
Conference Proceedings	12 (21.80)	28 (38.89)	37 (38.54)	77 (34.53)
Google Scholar	21 (38.18)	38 (52.78)	47 (48.96)	106 (47.53)

Table 7 indicates that 137(61.43%) respondents access NPTEL materials followed by 136(60.99%) respondents access e-journals; 128(57.40%) respondents access e-books; 106(47.53%) respondents access Google Scholar; 77(34.53%) respondents access Conference Proceedings and 37(16.59%) respondents access Cloud Service on Social Networking Sites to collect information for teaching and research purpose.

Table 8 Satisfaction Level of Respondents using Social Networking Sites

Level of Satisfaction	Professor	Associate Professor	Assistant Professor	Total
Extremely Satisfied	8 (14.55)	12 (16.67)	24 (25.00)	44 (19.73)
Satisfied	35 (63.64)	39 (54.17)	47 (48.96)	121 (54.26)
Somewhat Satisfied	11 (20.00)	19 (26.39)	22 (22.92)	52 (23.32)
Dissatisfied	01 (1.82)	02 (2.78)	03 (3.13)	06 (2.69)
Total	55	72	96	223

Table 8 shows the satisfaction level of the respondents using Social Networking Sites. Out of 223 sample respondents 121(54.26%) respondents are satisfied with the SNS which they access followed by 52(23.32%) respondents are somewhat satisfied; 44(19.73%0 respondents are extremely satisfied and 6(2.69%) respondents are dissatisfied with the SNS. It was therefore found that majority of the respondents are satisfied with the SNS they access. Respondents belonging to different categories in terms of their designation feel that they are satisfied with the SNS which they access on a regular basis.

Findings of the Study
- 40.36% of the respondents are aware of SNS through colleagues reference.
- 95.96% of the respondents have accounts in Whatsapp.
- 54.17% of the respondents were using SNS for more than 5 years.
- 61.43% of the respondents used SNS on a daily basis.
- 79.82% of the respondents use SNS for collecting information on current developments.
- 61.43% of the respondents access NPTEL materials.
- 54.26% of the respondents are satisfied with the SNS.

III.   CONCLUSION

In present electronic environment social networking sites are playing vital role in dissemination of information. They have common themes of information sharing, person-to-person interaction and creation of shared and collaborative content. These sites are generally used is meet and search for new friends on the net as well as it is a way of connecting people to people. A social networking service is an online service, platform or site that focuses on facilitation the building of social networks or social relations among people. The SNS provide lots of benefits to the teaching community by encouraging them with the adequate information, developing them with the frequent news notifications and making them focus in the social life when something bad happens.

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