Use and effects of Social Networking Sites on Faculty Members: A Study of Vikramajit Singh Sanatan Dharm College, Kanpur

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Abstract:

This paper deal with the use and effects of social networking sites on the faculty members; as we all know that internet is a part of our daily life we search and share all our information on the internet, so social networking sites plays a very vital role in the sharing of feeling on the internet, it acts as a platform where anyone can share their information. To know how and why the faculty members use social networking sites a small study has been conducted and data were collected through questionnaire and the study finds that the majority of the faculty members aware and uses social networking sites for communication and their professional growth and development.

Key words: Social Networking Sites, ICT, Web 2.0, WWW.

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Introduction:

Rapid change in Information Communication Technology have changed the world of information searching, collecting, storing, processing, dissemination and provides many new services and became a integral part of our daily life. The World Wide Web is the most useful and powerful medium of internet. The WWW was invented by Tim Berners-Lee in 1989 at CERN which was the first version of WEB known as WEB 1.0. It was the starting of WEB and it provides basic facilities such as client server model and hyper linking of information, it was non-interactive environment which provides only one way communication. It means it was used only to read the web pages. With the change in technology the WEB has entered in a more advanced stage known as WEB 2.0. The WEB 1.0 allows users to read or view the information but WEB 2.0 allows users to read, write, save and produce the content on the Web.

The term Web 2.0 was coined by Tim O'Reilly and Dale Dougherty O'Reilly in 1999. Some experts say that it is new version of WEB but others says that it is the application of WEB 1.0. There are many tools of WEB 2.0 some of them are Streaming Media, Synchronous Messaging, Social Networking, Blogs, Wikis, Tagging, RSS Feeds, AJAX, Mashups, Podcasting, etc.

Social Networking is a gift of WEB 2.0 technology. Social Networking Service is platform to create a social relationship or social network in which users can easily shares their interest, activities, personal information, etc on the internet. The social networking services are web based and allows users to interact each other online with the help of e-mails, instant messaging, etc. The social networking sites permits users to share their views, interests, events, ideas, photos, videos, links, activities, etc with the others users who are in their network.

Now days there are many Social Networking Sites such as: Facebook, Twitter, Orkut, YouTube, Google +, MySpace, etc.

All of them allow their users to connect and share their information.

We can say that Social Networking Sites are (1) A web Based Service (2) it allows users to create a profile (3) create a list of others users which are already on the social networking sites (4) enables users to shares their views, photos, videos, links, etc.

Social Networking Service is a Computer- Based-Communication which is fully based on the internet and it offers users to create their profile in which they provide their personal information. Their profile information mainly consists of age, sex, location, interest, hobbies, about me, qualifications, etc and offers to upload a profile photo. According to their given detail others user can find their friends or relatives on these Social Networking Sites. Same as the users can manage or categorize their friend list into friends, families, colleagues, or create different groups. Many Social Networking Sites were designed, used by the population and continuous attracts homogenous population so it not common to find segregate groups by educational level, age, sex, nationality, etc that divide society then that was not the intention of the Social Networking Sites designers.

Advantages:
1. Easy and safe medium
2. Economical
3. Beyond the geographical boundaries
4. Round the clock availability
5. Multi lingual
6. Large numbers of users
7. Information is easily shareable
8. Used as a promotional tool
9. Two way communication
10. Instant feedback is possible
11. Privacy keeps users information safe.

Disadvantages:

1.   Not disaster proof
2.   Online bullying
3.   Fake profiles
4.   Adult and abused contents
5.   No control over the information
6.   Miss use

Statement of problem:

The problem undertaken for the study is "Use and effects of social networking sites by the faculty members: A study of Vikramajit Singh Sanatan Dharm College, Kanpur (U.P.)"

1. To know the use of Social Networking Sites by the Faculty members.
2. To know the effects of Social Networking Sites on the Faculty Members.
3. To know how they use Social Networking Sites to get their information.
4. Are social Networking Sites used as a tool to communicate with students?

Scope of study:

This dissertation work is only confined to the Faculty Members of the Vikramajit Singh Sanatan Dharm College, Kanpur due to time limit of the study.

Objectives of the study:

1. To find out the number of faculty members who actively using social networking sites.
2. To identify potential contribution of Social Networking Sites to fill the gaps among faculty member and students.

3. To know how faculty members retrieve the relevant information by the use of Social Networking Sites.
4. To find out the purpose of using Social Networking Sites.
5. To determine the controversy of either or not the SNS's were used.
6. To identify the awareness of SNS's among the faculty members.
7. To find out the popularly used SNS's

Literature Review:

Review of Literature regarding present topic. The following studies have been carried out and these are as follows:

Sunitha Kuppuswamy and P. B. Shankar Narayan their study analyzed that these social networking websites distract students from their studies, but these websites can be useful for education based on sound pedagogical principles and proper supervision by the teachers. Priyanka Rani, Jagriti Chand and Vaibhav Patel[1] In their paper has reflected that the SNSs can be used for various academic activities such as communicating with the faculty and university authority, communicating with lecturers and supervisors, making academic discussions with classmates and chatting with friends in respect to topics of educational interest. Prof. Anjali Abhyankar[2] thinks that Social Network can be weighed in the balance where it has many perceived beneficial aspects as compared to some adverse effects to the overall well-being. K.P Sing & M.S. Gill[3] reflects that the Several features of the SNSs are the medium by which scholars keep updates and share professional and personal information. According to Awolusi[4] Social networking, websites are becoming an indispensable part of our larger society; social networking sites carry enormous benefits and some detriments that could hinder organizational productivity if not effectively managed.

## Respondents of the questionnaire:

This study is based on a survey conducted at VSSD College Kanpur, among the faculty members through questionnaire. A well structured questionnaire was designed and used for collecting the primary data. Total 100 questionnaires were distributed and 80% (80) were received back after filling by the faculty members. To get best results data were presented into tabular and graphical forms.
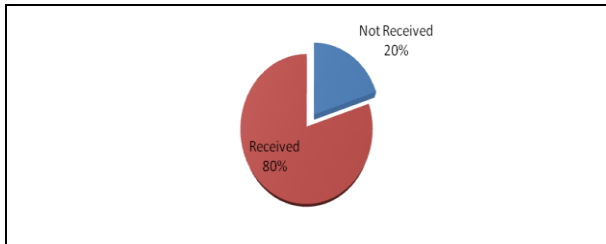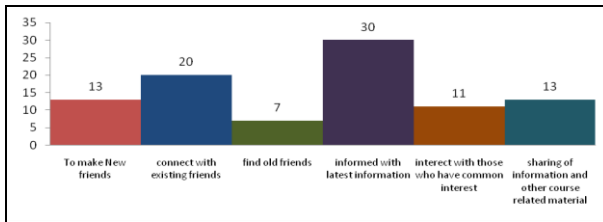

Analysis and interpretation of data:

The analyzed data that are collected through questionnaire and elucidation with graphs.

1. Number of faculty members using social networking sites:
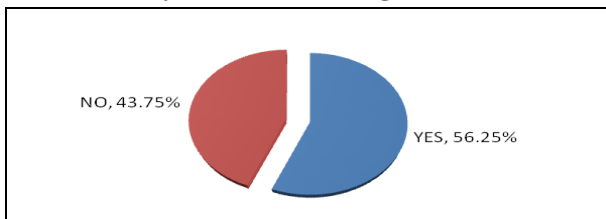
Above graph represent that the more than half (56.25%) of the total respondents use SNS's.

2. Purpose of using Social Networking Sites:

Above table shows that the faculty members use SNS's for to get informed with latest information (30), After that they use it for stay connected with their existing friends and relatives (20), To make new friends (13) and sharing of information and other course related material (13) they use SNS's, who have common interests, so less (only 11) people use for it.

3. Faculty members do not use Social Networking Sites because:
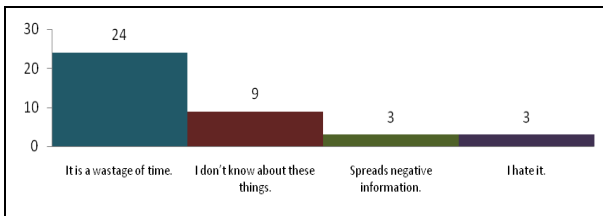
Faculty members don't use Social Networking Sites because they think that it is a wastage of time(24) after that some of them are don't aware about it (9) and some people think that it spread negative information (3) and some hates Social Networking Sites (3).

4. Mostly used Social Networking Sites among the faculty members:
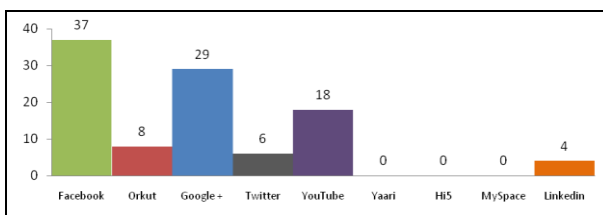
Above graph shows that the Facebook (37) is the most favorite Social Networking Site among the faculty members, after that

Google + (29), and for videos YouTube (18) is quite favorite, and after that Orkut (8), Twitter was also used by the faculty members (6) and very less users use LinkedIn.

5.   Number of Social Networking Sites used by Faculty members:
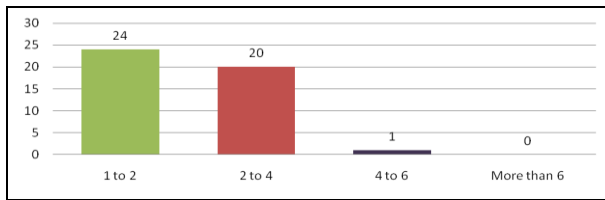
Above graph represent that most of the faculty members use 1 to 2 Social Networking Sites (24) and some of them also use 2 to 4 Social Networking Sites (20) and only single users use 4 to 6 Social Networking Sites and no one uses more than 6 Social Networking Sites.

6.   Time spend by faculty members on Social Networking Sites:
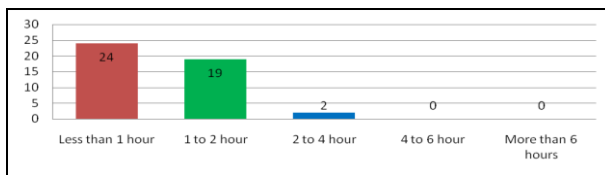
Many of the faculty members spend more than 1 hour on the Social Networking Sites (24), after that some of them spend 1 to 2 hours on the Social Networking Sites (19), there are some users who spend 2 to 4 hours on the Social Networking Sites (2), and none of the users spend more the 4 hours on the Social Networking Sites.

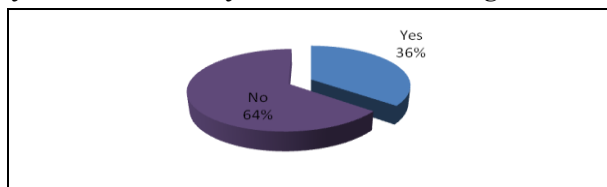7.   Frequency of using social networking sites by the faculty members:
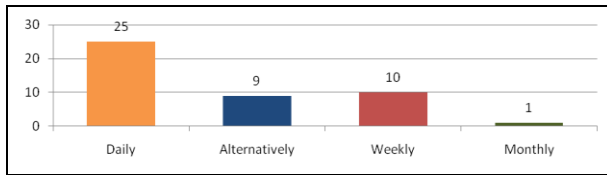
Many of the faculty members are the daily users of Social Networking Sites (10), some of them access Social Networking Sites Weekly also (10); alternate users are also there they access Social Networking Sites alternatively (9), and there is a single user who access Social Networking Sites Monthly.

8. Negative impacts of Social Networking Sites on the faculty members
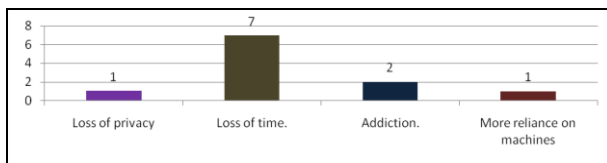
Negative impacts of Social Networking sites upon the faculty members are that they think that it is wastage of time (7), they get addicted of these Social Networking Sites (2), due to any problem, they may lose their privacy (1); they do not want to be more dependent of the machines so hesitate to use Social Networking Sites (1).

9. Lifestyle influenced by Social Networking Sites:

Above graph, shows that 64% of the faculty members think that Social Networking Sites have not influenced their lifestyle; but 36% of the faculty members say that yes it influenced the lifestyle of them.

10. Satisfying level of using social networking sites:
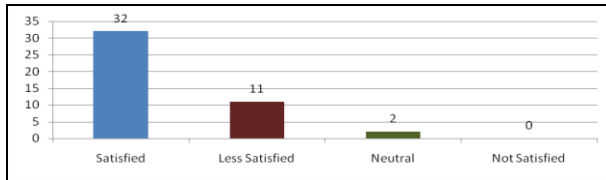
Many of the faculty members satisfied with the social networking sites (32), some of them are less satisfied (11), some of them are neutral (2) and none of them are not satisfied.

11. Does the personal information of the faculty member are secure on the Social Networking Sites:
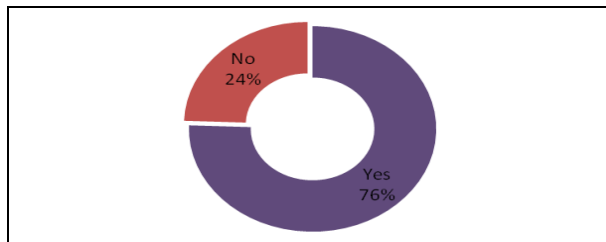
76% of the faculty members think that yes their personal information is secure on the Social Networking Sites, but 24% of the faculty members feels that no their personal information are not secure on these Social Networking Sites

12. Reasons due to personal information not secured on the Social Networking Sites:
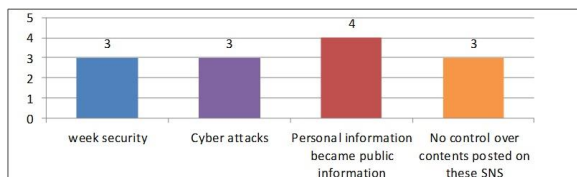
Above graph shows that they don't use Social Networking Sites because of their personal information became public information (4), and after that due to weak security (3), due to

cyber attacks (3) and no control over contents posted on these (3).

13. From how much time faculty members using Social Networking Sites:
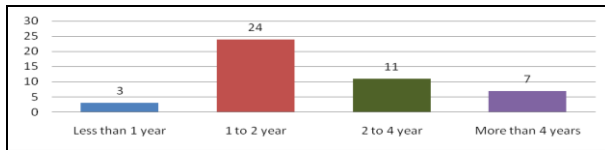

Above graph states that many faculty members use Social Networking Sites from 1 to 2 years (24), after that some of them using from 2 to 4 years (11), and some of them using Social Networking Sites more than 4 years (7) and only 3 faculty members using Social Networking Sites less than 1 year.

14. Those faculty members who are addicted of using social networking sites:
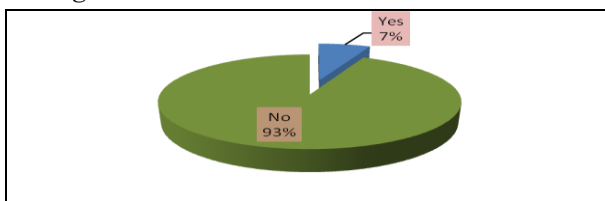
Above graph states that 93% of the total faculty members are not addicted of using Social Networking Sites and only 7% are addicted of using Social Networking Sites.
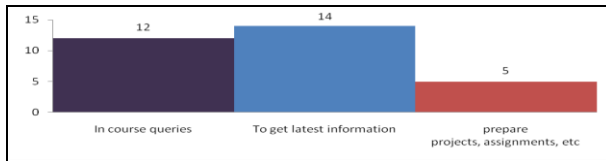
15. Social networking sites helped faculty members to received information about their subject:
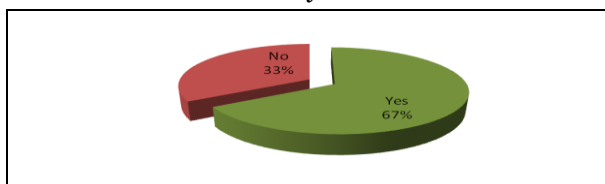
Above graph says that 67% of the faculty members get their information about their subject from the Social Networking

Sites and rest of the faculty members could not get their information.

16. Social Networking Sites helped faculty members to received information in:

Above graph stats that Social Networking Sites helps the faculty members in getting the latest information (14), in course queries (12) and also in the preparation of projects, assignments, etc (5)

17. Social Networking Sites used as a bridge to communicate with students related to course material:
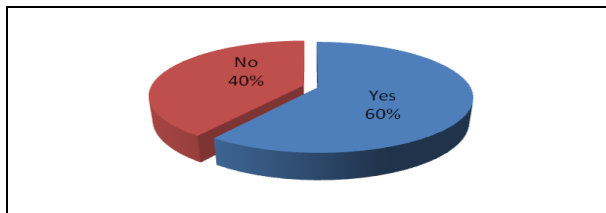
Above graph states that 60% faculty members think that the Social Networking Sites used as a bridge to communicate with the students because the Social Networking Sites are very common medium of exchange of information; and 40 % of them says no.

18. Social Networking Sites not used as bridge to communicate with students related to course material because:
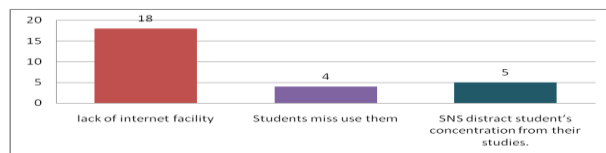
Above graph states that due to that lack of internet facility the Social Networking Sites cannot be used as a communication tool (18) ; (5) some of the Faculty members think that the SNS's distract student's concentration from their studies and (4) some of them says that students misuse them.

Major findings and conclusion:

The aim of this study to know the use and effects of Social Networking Sites on the faculty members. The proposed study and research methodology used for this study had good fit with the collected data.

There are 56.25% of the faculty members using social networking sites. There are 43.75% of the faculty members who don't use social networking sites because 24 faculty members said that it is wastage of time, 9 of them don't know about social networking sites, 3 faculty members said that it spread negative information and 3 of them said that they hates social networking sites. Facebook is the most used social networking sites with 37 users.4 faculty members spent less than 1 hour on the social networking sites where as 19 faculty members 1 to 2 hours and 2 faculty members spends 2 to 4 hours on the social networking sites. 25 of faculty members use social networking sites. There are 11 faculty members on which social networking sites have been created negative impacts. By the using of social networking sites 71% (32) of the faculty members satisfied with the current systems and services offered by the social networking sites. There are 93% (42) of the faculty members who are not addicted of using social networking sites. Social networking sites helped 66.7% of the faculty members to receive information about their subject. Where 60% (27) faculty members thinks that social networking sites used as a bridge to communicate with the students.

Suggestions:

This study focused on the use and effects of social networking sites on the faculty members. It has both positive as well as negative effects. The internet connections have the major problem that is why they cannot effectively use social networking sites. Some of the faculty member suggested that due to adult contents social networking sites was not suitable for the children's and students, they misuse them. With rapid growth in time technology also changing, in future the social networking site has more features and attracts more uses towards it.

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