

AWARENESS AND UTILISATION OF SOCIAL NETWORKING SITE OF FACE BOOK AMONG B.ED STUDENTS OF THIRUVANNAMALAI DISTRICT

Dr. P. Karthikeyan

Principal, Sri Renugambal College of Education, Ettivadi, Polur-606907

Abstract

The purpose of the study is to explore social networking site (SNS) Face book among B.Ed., students of Thiruvannamalai District. It is adopted with survey research method and used 200 students as the sample size. Data was collected by means of questionnaire and that was circulated among the B.Ed., Students of Sri Renugambal College

of Education, and Polur. Findings show that 80% of students in Sri Renugambal College of Education are aware of Face book and their usage level is high. It is concluded that students should be stimulated to share more on academic activities through the social networking site.

Index Terms: Face book, Social networking site, B.Ed., Students.

Introduction

The exchange of thoughts through social Networking site is popular among college students. Information communication technology is added boon to young lads now a day. The timeless and limitless connectivity create new path ways and strategies. People access all new technology strategies in their way of life but lack of accessing skill make prevention among users. People use face book because through this they can easily contact their old, Current and future friends through sharing. Social media are the tools and platforms that people use to publish contents and interact socially on line (*Health field, 2013*). In contemporary society, establishing social networks is more important than ever, in order to manage changes in technology and expectations in the current economy (*Trubiff and overholtzer, 2009*). *Smith, Salaway and Caruso (2009)* opined that students can use social networks to express themselves and also, they have the ability to meet other students from all over the world. Social networks are part and parcel of young students and provide self expression and sharing among peers, friends, relatives and family members. The study therefore examines awareness and utilization of social networking site, Face book among B.Ed., Students of Thiruvannamalai District.

Problem Statement

More studies were conducted to find out the impact of social networking sites on young generation, but the present work is conducted to explore awareness and utilization of Face book among B.Ed., students.

Review of Literature

Subramonian (2008) reported that the findings of the study conducted to understand the role of SNS in College students' lives. The Survey of Pew Internet (2010)

says that face book is the most commonly used social network among adults. Social media refer to media for social interaction which use highly accessible and scalable publishing techniques. They include the various online technology tools that enable people to communicate easily via Internet to share information and resources (Greendhow, 2009). Leo.N. Edegoh (2013) investigated face book and relationship management among under graduate students of Anambra state university, Uli, Nigeria. The results revealed that lot of students make friends and also rediscover their old friends through face book. They use the face book regularly or often because they are part of their routine life schedule.

Objectives of the Study

The following objectives are formulated to guide the present study

1. To determine the number of hours B. Ed students of Thiruvannamalai District expose themselves to face book.
2. To find out the regularity at which B.Ed., Students of Thiruvannamalai District make friends on the face book.
3. To determine the rate at which B.Ed., students renew old friend through face book.
4. To determine the gratification of the B.Ed., students to derive using face book.

Methodology

The study adopted is survey research method. A total of 200 Copies of questionnaire were distributed to regular students of Sri Renugambal College of Education, Polur. The investigator used purposive and simple random sampling. Purposively, 200 students who are on face book were distributed the questionnaire as the respondents of the study.

Data Analysis

Table 1: Number of Hours the B.Ed., Students of Sri Renugambal College of Education Expose Themselves on Facebook

| Responses | Frequency | Percentage (%) |
|-------------------------|------------|----------------|
| 1 Hour daily | 72 | 36 |
| 2- 4 Hours daily | 68 | 34 |
| 5 Hours and above daily | 60 | 30 |
| Total | 200 | 100 |

Table one shows that 36% of the respondents (n=72) expose themselves to face book one hour daily, 34% (n=68) expose themselves to face book 2-4 hours every day and 30% (n=60) respondents stay on face book for up to 5 hours and above daily. This result shows that the frequency of students' exposure to face book is quite high.

Table 2: Regularity of B.Ed., Students Making Friends on Face book

| Responses | Frequency | Percentage (%) |
|--------------|------------|----------------|
| Regularly | 89 | 44.5 |
| Occasionally | 32 | 16.0 |
| Week end | 60 | 30.0 |
| Never | 19 | 9.5 |
| Total | 200 | 100 |

Table two shows that 44.5 respondents (n=89) make friends on face book on a regular basis while 16% (n=32) makes friends on occasionally, 30% (n=60) makes friends on face book at week end, 9.5% (n=19) never make friends on face book. This result shows that 44.5% of them are regularly using face book to make friends.

Table 3: Rate of B.Ed., Students Rediscovered Old Friends through Face book

| Responses | Frequency | Percentage (%) |
|--------------|------------|----------------|
| Often | 116 | 58 |
| Rarely | 74 | 37 |
| Never | 10 | 5 |
| Total | 200 | 100 |

Table - 3 shows that 58% (n=116) respondents often rediscovered old friends through face book, while 37% (n=74) of the respondents opined that they rarely rediscover old friends through face book. However, 10% (n=10) of the respondents stated that they had never rediscovered old friends through face book. More than 50% of them rediscovered old friends through face book.

Table 4: Gratification of B.Ed., Students derive from using face book.

| Responses | Frequency | Percentage (%) |
|-----------------------------|------------|----------------|
| Collect General information | 79 | 39.5 |
| Academic Purpose | 12 | 6.0 |
| Share their achievement | 109 | 54.5 |
| Total | 200 | 100 |

Table-4 shows that 39.5% (n=79) respondents search General Information's through face book, where as 54.5% (n=109) respondents stated that they share their achievement through face book, only 6% (n=12) respondents used to collect academic information through face book. More than 50% of them are sharing their achievement through face book.

Discussion of Findings

The present study clearly shows that B.Ed., students' exposure to face book usage is high, that is 36% of students are using face book on daily basis. 44.5% of students are

using face book regularly to make friends. The finding also reinforces the submission of Ward (2013) that the social media provide users with the opportunity to find friends, business contact and become a part of community 58% of students are using face book often. This result is similar to Smith, Salaway and Caruso (2009). This is also again similar to study that 54.5% of students are sharing their achievement through face book related to Scolbe (2006). He stated that some social network sites also bring people together based on common language or shared interest, racial, sexual, religious or national based identities.

Conclusion

The study has revealed that B.Ed., student of Thiruvannamalai District were exposed to face book and good number of them are high users. The students are using face book regularly to make friends. More than 50% of them are finding old friend through face book. More than 50% of respondents share their achievement through face book. Based on the findings of the study, the paper concludes that less number of students could use the plat form of face book for academic performance.

Recommendations

1. Face book account opening should be motivated to all students.
2. Daily usage of face book should be habitualised through free web browsing.
3. Students should be stimulated to share more on academic activities through the awareness class.
4. Seminar and workshops may be organized to make aware and safety use of face book by all students.

References

1. Greendhow, C. (2009). *Tapping the wealth of social network for professional Development: Learning and Reading with Technology*, (2009), New Haven; yale university press.
2. Heathfield, S.M.(2013). *What is Social Media?* About.com Guide
3. Leo.O.N. Edegoh., Ezekiel.S Asemah and Ita Bassey Ekanem (2013) Face book and relationship management among students of Anambra state university, Uli, Nigeria. *International Review of social sciences and Humanities*, Vol 6(1) , pp.205 - 216.
4. Smith, S.D., Salaway, G and Caruso, T.B.(2008). *The Ecar Study of undergraduate students and Information Technology*, New York, anchor Books.
5. Scolbe, I (2006). *Naked Conversation: How blogs are changing business Talk with customer*, New York, Penguin Press.
6. Subramanyam, M., Reich, S.M., Waechter, N, and Espinoza, G. (2008). Online and Offline social networks use of social networking sites. *Journal of Applied Development Psychology*, Vol 29(6), pp 420-433.
7. Trubitt, L and Overholtzer. (2013). Good Communication:The other social network for successful IT organizations, *Business Horizens*, 44(6), pp 90-101.
8. Ward, S (2013) Social media definition *Abut.com Guide*