



A STUDY OF SOCIAL NETWORKING SITES APPLIED IN EDUCATION AMONG POST GRADUATE STUDENTS

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Abstract: *Social Networking is a social structure made up of a set of social factors such as individuals or organizations. Social networking is a platform to builds social networks among peoples who, e.g. share interests, activities, backgrounds or real life connections. Most of the social Networks are web based and provide means for users to interact over the internet such as Facebook, Twitter, Google+, Instagram, Whatsapp, Likeidn, Myspace, Skype, Xango, Hangouts, Weblogs, Friendster, Bebo etc. In the present study researchers made an attempt to compile the SNS profile of post graduate students, identified the educational purposes of social networking sites among post graduate students, Compared the use of SNS for educational purpose of males and females & suggested the ways of applying social networking sites for educational purposes in Higher education. Sample (N=100) was collected in PG students in Solapur University Departments by the purposive sampling method.*

Key Words: *Social Networking Sites, Education, Post Graduate Students.*

Introduction

Today social networking sites (SNS) are becoming for communication SNS are web services that allows an individual's to constructs the profiles, articulate, share and express thoughts openly. The SNS are an integral part of an individual especially in youth. The SNS was first initiated in 1979. SNS are emerging powerful tool mostly useful for educational purpose. Through SNS in the present era younger generation are smaller amounts interested in building social relationship at work with people in the community. SNS allows users to create a personalized account that includes the information like; date of birth, hobbies, preferences, educational status, relationship status and personal interest.

Terminologies use in the study

Social Networking Sites

Social Networking Sites is a virtual community or profile site, a social network is a website on the internet that brings people together in a central location to talk, share ideaz, share interests, make new contacts etc. e.g. Facebook, Twitter, Bebo etc.

Post Graduate Students

Students pursuing their post graduate study in Solapur University, Solapur.

Study

A systematic and in-depth study.

Review of Related Literature

Singh and Gill (2011) in there paper entitled 'Use of Social Networking Sites by the Research Scholar; A Study of Guru Nanak Dev University, Amritsar determined the use and effectiveness of such applications and research scholars. Their study reveals that majority of the respondent were found to be aware and making use of such applications in their research affairs. The finding of the study also reveals that facebook is the most popular SNS's for all the field of research scholars.

Har Singh and Anil Kumar (2013) in their paper entitled 'Use of Social Networking Sites by the Research Scholars of Punjab University, Chandigadh: a Study; explored to study that the activities and purposes for using SNS's by the Punjab University, Chandigadh. The findings of the study shows that majority of the students were found to be aware and making use of such applications in their research

work. Their study also reveals that facebook is the most popular SNS's by all categories of researchers.

Objectives of the Study

1. To compile the SNS profile of post graduate students.
2. To identify the educational purposes of social networking sites among post graduate students.
3. To compare the use of SNS for educational purpose among P.G. students discipline wise.
4. To compare the use of SNS for educational purpose among P.G. students gender wise.
5. To suggest the ways of applying social networking sites for educational purposes in Higher education.

Assumption of the study

1. Social networking sites are used by the post graduate students for educational purposes.

Delimitations of the study

1. The present study is delimited to post graduate student studying in Solapur University, Solapur.

Research Design

For the present study researchers found descriptive survey method appropriate to achieve the objective of the study hence adopted.

Sample of the study

As the objective of the study is to compile and identify SNS for the educational purpose 100 P.G. students from the Solapur University, Solapur campus and affiliated colleges were chosen purposive incidental random sample. 50 of girls and 50 boys are taken inconsideration as a sample for the study.

Tool for the Study

Researchers made tool

As the objective of the study is to compile and identify SNS questionnaire was prepared and try out was taken for PG Students made by the researchers is used as a tool for the data collection.

Data Analysis

The data Collected data was analyzed with the help of descriptive statistical technique i.e. percentage.

Objective No.1

To compile the Social Network Sites (SNS) profile of post graduate students.

Table No.1: SNS profile P.G. Students

Components of profile	Status
SNS Using Students	100%
Time period	More than 4 years
SNS usage schedule	Everyday
Device for using SNS	Cell phone
Places	In the university campus
Monthly expenses	100 to 200 Rs.
Preferably access time	Late night
Accounts	Facebook, youtube

Observation

Table No.1 shows that all the P.G. students (100%) use Social Networking Sites. Most of the student has been using SNS more than 4 years ago and use SNS everyday as well. Most of the student used to cell phones for accessing the SNS. Only few students (10%) go out of the campus for accessing the SNS otherwise most of the students (90%) use it at university campus. Majority of the students spent 100 Rs to 200 Rs per month for accessing the SNS.

Most of the students especially boys access SNS late night. Most of the students have an account on Facebook. (96%)

Interpretation

From the above observation it is interpreted that all P.G. students are familiar with SNS and using it from 4 years. Most of them used SNS on their cell phones. Facebook was the most popular and accessed among the P.G. students. It was also found that university campus was most preferable place for

access the SNS and was also found that students using SNS till late night.

Objective No.2

To identify the educational purposes of social networking sites among post graduate students.

Table No.2: Purposes of using SNS by PG Students

Purposes of Using SNS	No. of Respondent	No. of Responses	Percentage
In learning	100	75	75%
Research		40	40%
Sharing information		55	55%
Personality Development		10	10%
Gathering knowledge		40	40%
Collaboration and discussion		70	70%
informative pictures		80	85%
Assignments and projects		85	85%
Exam practice activities		60	60%

Observation

Table No. 2 shows that 75%of student uses SNS in learning, 55% of students use SNS for sharing information, each 40% of students using SNS for research and gathering knowledge respectively. While very few (10%) students using SNS for personality development. 70% of the students use SNS for collaboration and discussion. 85% of the student uses SNS for informative pictures and assignments, projects. 60% of the student uses SNS for exam practice activities.

Interpretation

From the above observation it can be interpreted Majority of the students uses SNS for informative pictures, assignments, projects and in learning. Most of the student uses SNS for collaboration, discussion and exam practice activities. Few students use SNS for Research and Personality development.

Objective No.3

To compare the use of SNS for educational purpose among P.G. students discipline wise.

Table No.3: Comparison on the basis of Discipline of PG Students

Discipline/ Purpose	Science	Language	Humanities	Commerce
Learning (85%)	Learning (85%)	Learning (60%)	Learning (50%)	Learning (45%)
Research (80%)	Research (80%)	Research (50%)	Research (30%)	Research (55%)
Sharing information (85%)	Sharing information (85%)	Sharing information (50%)	Sharing information (35%)	Sharing information (56%)
Personality Development (70%)	Personality Development (70%)	Personality Development (50%)	Personality Development (35%)	Personality Development (37%)

Observation

Table No. 3 shows that the P.G. students of Science discipline uses highest SNS for the purpose of learning (85%) followed by research(80%), sharing information (50%) and personality development (50%). In language discipline uses highest SNS for the purpose of learning (60%), and for research (30%), sharing information (35%) and personality

development (35%) the use is same. In humanities discipline uses highest SNS for the purpose of learning research(50%), sharing information(35%) and personality development (35%)t nearly same. In commerce discipline uses highest SNS for the purpose of sharing information (56%) followed by research (55%), learning and personality development (37%).

Interpretation

From the above observation it can be interpreted that P. G. students of Science discipline uses highest SNS for the purpose of learning followed by research, sharing information and personality more as compare to Language, Humanities and Commerce discipline. P.G. students of Language discipline uses highest SNS for the purpose of learning followed by research, sharing information and personality more as compare to

Humanities and Commerce discipline but less than Science. P.G. students of Humanities discipline uses highest SNS for the purpose of learning followed by sharing information, personality development and research, more as compare to Commerce discipline but less than Science and Humanities. P.G. students of Commerce discipline uses highest SNS for the purpose of sharing information, research personality development and learning less than Science, Languages and Humanities.

Objective No. 4 To compare the use of SNS for educational purpose among P.G. students gender wise.

Table No. 4: Comparison on the basis of Gender SNS among PG Students

Purposes	Gender	
	Male	Female
Learning	60%	40%
Research	45%	55%
Sharing information	75%	25%
Personality Development	50%	50%

Observation:

Table no. 4 shows that the male P.G. students uses highest SNS for purpose of Learning (60%) as compared to Female girl P.G. Students. Females are using more SNS for Research (55%) than males. Males are highest for sharing information (75%) compared to female, where in case of personality development (50%) both are same.

Interpretation

From the above observations it can be interpreted that male P.G. Students uses more SNS for the purpose of learning as compare to female P.G. Students. Female P.G. Students uses more SNS for the purpose of research as compare to male P.G. Students. Male P.G. Students uses more SNS for the purpose of sharing information as compare to female P.G. Students. Both male and female P.G. students use SNS for Personality development equally.

Objective wise conclusions of the study

Objective No.1

It was found that all P.G. students are familiar with SNS and using it from 4 years. Most of them used SNS on their cell phones. Facebook was the most popular and accessed among the P.G.

students. It was also found that university campus was most preferable place for access the SNS and was also found that students using SNS till late night.

Objective No. 2

To identify the educational purposes of social networking sites among post graduate students.

1. Majority of the students uses SNS for informative pictures, assignments, projects and in learning.
2. Most of the student uses SNS for collaboration, discussion and exam practice activities.
3. Few students use SNS for Research and Personality development.

Objective No. 3

To compare the use of SNS for educational purpose among P.G. students discipline wise.

1. P. G. students of Science discipline uses highest SNS for the purpose of learning followed by research, sharing information and personality more as compare to Language, Humanities and Commerce discipline.
2. P.G. students of Language discipline uses highest SNS for the purpose of learning followed by research, sharing information and personality

more as compare to Humanities and Commerce discipline but less than Science.

3. P.G. students of Humanities discipline uses highest SNS for the purpose of learning followed by sharing information, personality development and research, more as compare to Commerce discipline but less than Science and Humanities.
4. P.G. students of Commerce discipline uses highest SNS for the purpose of sharing information, research personality development and learning less than Science, Languages and Humanities.

Objective No. 4

To compare the use of SNS for educational purpose among P.G. students gender wise.

1. Male P.G. Students uses more SNS for the purpose of learning as compare to female P.G. Students.
2. Female P.G. Students uses more SNS for the purpose of research as compare to male P.G. Students.
3. Male P.G. Students uses more SNS for the purpose of sharing information as compare to female P.G. Students.

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4. Both male and female P.G. students use SNS for Personality development equally.

Objective No.5

To suggest the ways of applying social networking sites for educational purposes in Higher education.

Herewith suggesting the way for using SNS in higher education

Learning: We can use SNS for Information collection, Discussions, attend remote Lectures etc.

Teaching: Post Events on SNS, Maintain Classroom maps, Discussions etc.

Examination: Practice on Question, Discussion & Sharing, etc.

Research: Member for Online Journals, Linked research Community etc.

Extension: Linked to NGO's, awareness videos etc.

Library: Create study groups, Reading Summaries, Journal entries etc.

Placement: Portfolios, Job Portal, Interview Preparation rehearsal