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A STUDY ON USE OF FACEBOOK BY PG STUDENTS OF SELECTED DEPARTMENTS IN SRI RAMAKRISHNA COLLEGE OF ARTS AND SCIENCE, COIMBATORE

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ABSTRACT

The study on use of face book by students is a paper that represents a evaluation of more than one hundred studies on the social networking website face book. The paper focuses on face book use, which is currently the most researched theme the main studies for each group are presented, with an emphasis on the most influential ones in the field. The focus of this fictional examination is on the commonalities and difference that start from the results. As a result, one could notice that face book is mainly used to keep in touch with other people, but not in a conventional way as uses tend to spy on other users profiles this phenomenon leads to a growing exhibitionism, which is in turn related to individuals personality teats .use of face book is also influenced by peers and experience with the website.

Keywords: Facebook , Internet, Program,Networking

1.INTRODUCTION

Facebook was started in the dorm room of Harvard student Mark Zuckerberg in 2003. Mark Zuckerberg started the site as an online edition of the popular ‘Facebook’ profiles that colleges distribute to freshmen students before the start of the fall semester. “The answer to

Facebook was enormous and direct at Harvard” and three weeks following the create of the website primarily named that face book.com it had 10,000 registered users at Harvard. The Facebook website was shaped originally only for Harvard college students, but quickly other Ivy association schools such as Yale, Columbia, and Dartmouth requested that Zuckerberg has a Facebook at their school as well. Later it includes any University student, then high school students and finally to anyone aged 13 and over. The website at present have further than 120 million lively user worldwide.

2.REVIEW OF LITERATURE

Al Mamun, M.A. & Griffiths, M.D. (2018) Social media addiction has become an area of increasing research interest over the past few years. However, there has been no previous research on social media addiction in Bangladesh. The present pilot study is the first ever in Bangladesh to examine the relationship between one specific form of social media addiction (i.e., ‘Facebook addiction’) and its associated predictors. This present study comprised 300 students from the University of Dhaka (Bangladesh) who participated in a survey that included questions relating to sociodemographics, health and behavioral measures, and the Bergen Facebook Addiction Scale (BFAS), and the nine-item Patient Health Questionnaire (PHQ9). The prevalence of FA was 39.7% (cutoff score was ≥ 18 on the BFAS). Using a regression analysis, the risk of being addicted to Facebook was predicted by being single, having less involvement in physical activities, sleep disturbance (more or less than 6 to 7 hours of sleep), time spent on Facebook (≥ 5 hours per day), and depression symptoms. Based on the sample in the present study, the risk of Facebook addiction (as assessed using the BFAS) appears to be a significant issue among Bangladeshi students, and depression appears to be one of the main comorbid factors.

Ali, F. H., & Qazi, A. A. (2018) The motivation behind the examination is to observationally evaluate the effect of Social Networking Sites (SNS) on the educational results as seen by the

understudies with regards to post-graduate understudies. This action investigate utilized triangulation way to deal with survey 80 understudies of a post-graduate class. Information were gathered in six stages. At first, an adjusted survey was directed prior and then afterward making formal Facebook (FB). The gathering was checked for three weeks. At last, 18 understudies were chosen for semi-organized meetings dependent on their collaboration with the FB gathering. Information were broke down utilizing SPSS 16, PLS-SEM 3.2, and NVIVO 11. The outcomes uncovered a striking effect of SNS-FB on different educational components. This examination can give the premise to scholastic policymakers to present such formal SNS channels for educating purposes. The examination gives a base to address the new patterns of learning through activity explore that is underexplored in the past writing.

Giade, M. Y. U., Aspura, M. Y. I., & Noorhidawati, A. (2018). The paper gives an explanation of components that drive understudies' apparent self-adequacy in data chasing rehearses through Facebook. The quantitative examination utilized irregular testing of postgraduate understudies in a higher learning foundation. An aggregate of 354 reactions were accumulated through a self-detailed review. The discoveries demonstrated four components, in particular, past execution, other's understanding, verbal influence and mental state, have measurably huge connections with understudies' apparent self-adequacy in data looking for practices through Facebook. Past execution was observed to be the most powerful factor pursued by other's understanding. Verbal influence and mental states were the least persuasive factor. The result of the investigation adds to the current writing especially on the self-adequacy point of view in interpersonal interaction destinations (SNS) stage. Moreover, the discoveries are important to the field of data looking for conduct particularly in giving proof that individuals are seeking data utilizing Facebook.

Jafarkarimi, H., Sim, A. T. H., Saadatdoost, R., & Hee, J. M. (2016). As of late, Social Networking Sites (SNSs) have turned into a noteworthy correspondence vehicle in all social orders. Facebook has turned into the most famous person to person communication site with more than 2.2 billion clients. The delight that Facebook has conveyed has prompted some addictive conduct among its clients. This contemplate utilized the Bergen Facebook Addiction Scale to examine Facebook compulsion among understudies. In this investigation, we chose an example of 441 understudies in Universiti Teknologi Malaysia as respondents. Results demonstrate that 47% of the members were dependent on Facebook. This proportion is nearly the same among postgraduate and college understudies, and strikingly, among Malaysian and non-Malaysian. Much conjectured factors, for example, religion, dimension of pay, inner self quality what's more, locus of control don't demonstrate critical impact on the hazard of Facebook compulsion. Ultimately, the outcomes propose that as individuals invest more energy in Facebook, there is a more noteworthy shot of compulsion

3.OBJECTIVES OF THE STUDY

- To trace out the frequency of use of Facebook
- To find out the user perception about the Facebook
- To know the access purpose and most used Facebook
- To examine the preferred format of using Facebook
- To find out the search preferences of respondents
- To evaluate the user satisfaction with the use of Facebook.

4.HYPOTHESIS

- Based on the above mentioned objectives, the following hypotheses have been formulated and tested in the present study.
- User differs in the level of satisfaction about the Facebook
- Frequency of use of Facebook
- Purpose of the use of Facebook
- Use of Facebook
- Respondents do not differ in their level of satisfaction regarding the use of Facebook

- User differ in their opinion about Facebook

5.METHODOLOGY AND SCOPE OF THE STUDY

The study is confined to the PG Student of the Sri Ramakrishna college of arts and science, regarding the usability of Facebook provided by social network. Under the purview of the academic community, only the students were considered as the sample population. A study is mainly based on the primary data collected from the Sri Ramakrishna college of arts and science in selected three departments

1. MBA
2. COMPUTER SCIENCE
3. COMMERCE

Through a well designed questionnaire. Besides, the secondary data have been collected from sources like the Internet, reference books, National and International journals and magazines. Totally 145 questionnaires distributed to the students of the Sri Ramakrishna college of arts and science, 105 questionnaires received back with a response rate of 70 percent. Simple random sampling methods were used to collect the data. The data were collected through the questionnaires and it was analyzed with simple percentages and ANOVA.

6.ANALYSIS AND INTERPRETATION

Table 6.1 Department wise distribution of questionnaire by the respondents

S. No	Departments	No of respondents	Percentage
1.	MBA	54	51.4
2.	Computer Science	29	28.00
3.	Commrece	22	21
Total		105	100

Table 6.1 shows that the department wise distribution of the questionnaire by the respondents. The majority 54 (51.4%) of the respondents belong to the MBA department followed by Computer Science 29 (28.00%), 22 (21%) of respondents belong to Commerce. The study reveals that the majority of the respondents belong to the MBA Department compared to other departments.

Table 6.2 Gender wise distribution of the respondents

S. No	Gender	No of respondents	Percentage
1.	Male	52	49.52
2.	Female	53	50.48
Total		105	100

Table 6.2 gives the gender wise breakup of respondents. It is observed that 52 (49.52%) respondents are male and 53 (50.48%) are female. This is a glaring example of male-female imbalance in academic community.

Table 6.3 User perceptions about Social Networks

S. No	Social Networks	No of respondents	Percentage
1.	Facebook	39	37.14
2.	Whatsapp	23	21.92
3.	Twitter	16	15.23
4.	Google+	13	12.38
5.	You Tube	8	7.62
6.	Any others	6	5.71
Total		105	100

Table 6.3 indicates that user perception about the social network. Most of the students prefer to use Facebook 39 (37.14%), followed by Whatsapp 23 (21.92%), Twitter 16 (15.23%), Google+ 13 (12.38%), you tube 8 (7.62%), meager percentage 6 (5.71%). So the majority of the respondents prefers Facebook 39 (37.14%).

Figure 5.1 User perceptions about Social Networks

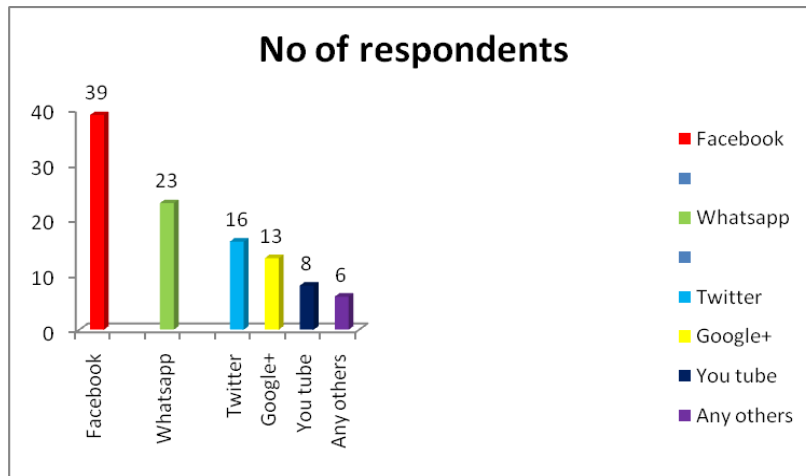


Table 6.4 Frequency of using Facebook

S. No	Frequency	No of respondents	Percentage
1.	1-5 months	13	12.4
2.	6-12 months	20	19.1
3.	1-2 years	15	14.3
4.	More than 2 years	57	54.2
Total		105	100

Table 6.4 indicates the frequency wise use of Facebook. The majority of the respondents used Facebook for more than three years 57 (54.2%) followed by 6-12 months 20 (19.1%), 1-2 years 15 (14.3%) meager percentage 13 (12.4%) of the respondents 1-5 months. So the majority of the respondents using Facebook for more than three years 57 (54.2%).

Table 6.5 Quantum of time spends in Facebook for each day

S. No	Time	No of respondents	Percentage
1.	1 hr	24	23.00
2.	2 hrs	55	52.4
3.	3 hrs	12	11.4

4.	More than 3hrs	14	13.2
Total		105	100

Table 6.5 reveals the quantum of time spends on usage of Facebook. Majority 55 (52.4%) of the respondents spent 2 hours per day followed by 24 (23.00%) respondents spent 1 hour per day. 14 (13.2%) of the respondents spent more than 3 hours on using Facebook per day, 12 (11.4%) of the respondents spent 3 hours per day. The majority of the respondents spent 2 hours on using Facebook per day.

Figure 5.2 Quantum of time spends on Facebook each day

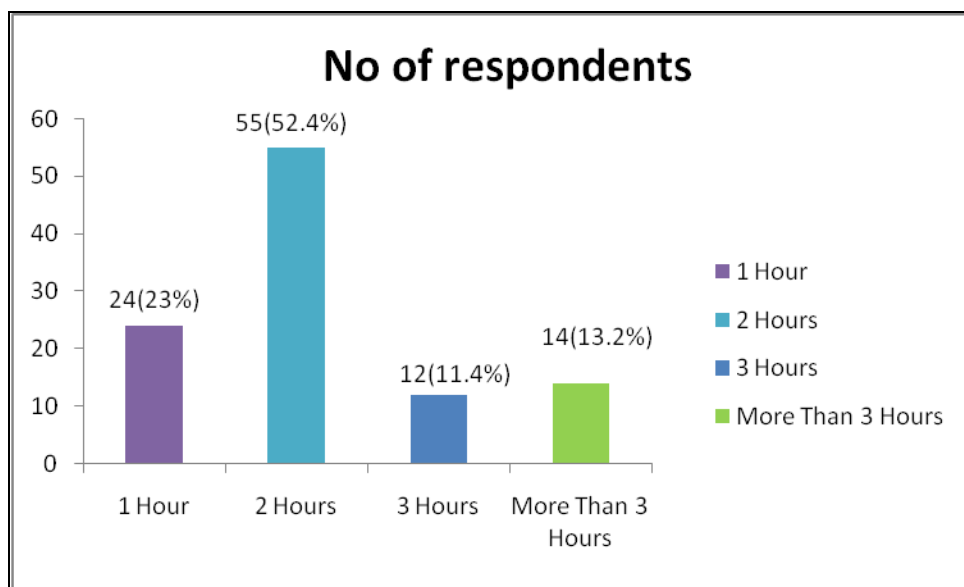


Table 6.6 Number of Facebook Friends by the Respondents

S. No	Number of Facebook friends	No of respondents	Percentage
1.	1-50	63	60.00
2.	51-100	17	16.2
3.	101-150	14	13.4
4.	More than 150	11	10.4
Total		105	100

Table 6.6 reveals that the friends on Facebook. The majority of the respondents 63 (60.00%) are having 1-50 friends on Facebook followed by 17 (16.2%) respondents having 51-100 friends on Facebook, 14 (13.4%) respondents having 101-150 friends on Facebook, 11 (10.4%) respondents having more than 150 friends on Facebook. The majority of the respondents have 1-50 friends on Facebook 63(60.00%).

Table 6.7 Number of Facebook groups by the Respondents

S. No	Facebook groups	No of respondents	Percentage
1.	One	17	16.19
2.	Two	19	18.09
3.	Three	22	20.95
4.	More than three	47	44.77
Total		105	100

Table 6.7 explains the Facebook groups. The majority of the respondents 47 (44.77%) were more than three groups in Facebook, 22 (20.95%) respondents having three groups in Facebook, 19 (18.09%) respondents having two groups in Facebook, only 17 (16.19%) respondents having only one group in Facebook. The majority of the respondents have more than three groups in Facebook 47 (44.77%).

Figure 5.3 Number of Facebook groups by the Respondents

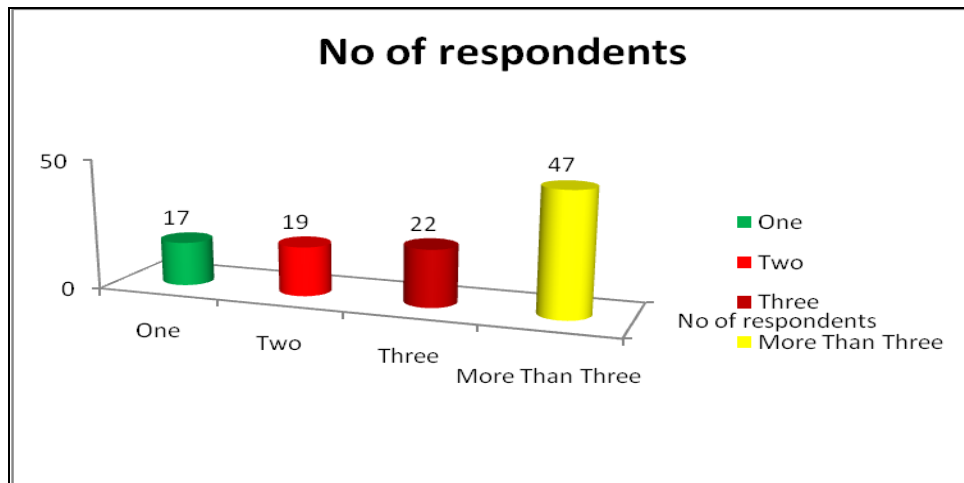


Table 6.8 Post updates on Facebook

S. No	Post status updates on Facebook	No of respondents	Percentage
1.	Daily	48	45.72
2.	Weekly once	33	31.43
3.	Fort nightly	15	14.28
4.	Monthly	9	8.57
Total		105	100

Table 6.8 explains the post status updates on Facebook. The majority of the respondent's post status on Facebook for daily 48 (45.72%) followed by weekly once 33 (31.43%), fortnightly 15 (14.28%). Only meager percentage 9 (8.57%) of the respondents for monthly. The majority of the respondent's post status on Facebook Daily 48 (45.72%).

Table 6.9 Facebook posts by public or private

S. No	Facebook posts	No of respondents	Percentage
1.	Public	51	48.57
2.	Private	29	27.61
3.	Both Public and Private	15	14.29
4.	None of the above	10	9.53
Total		105	100

Table 6.9 examined the Facebook posts. The majority of the respondents 51 (48.57%) Facebook post are public followed by private 29 (27.61%), 15 (14.29%) of the respondents used Facebook posts on both public and private, only meager percentage 10 (9.53%) of the respondents none of the above used this Facebook post. The majority of the respondents Facebook posts publicly 51 (48.57%).

Table 5.10 Profile on Facebook is truly safe

S. No	Opinions	No of respondents	Percentage
1.	Safe	49	46.67
2.	Unsafe	23	21.90
3.	Strongly disagree	19	18.09
4.	No opinion	14	13.34
Total		105	100

Table 6.10 explains the level of Satisfaction of using Facebook. The majority of the respondents are safe with having a profile on Facebook 49 (46.67%), followed by unsafe 23 (21.90%), strongly disagree 19 (18.09%) and finally 14 (13.34%) of the respondents are not given their opinion. The result reveals that more than 50 percent of the respondents are said to have a profile on Facebook is strongly agree.

Figure 5.4 A Profile on Facebook is truly safe

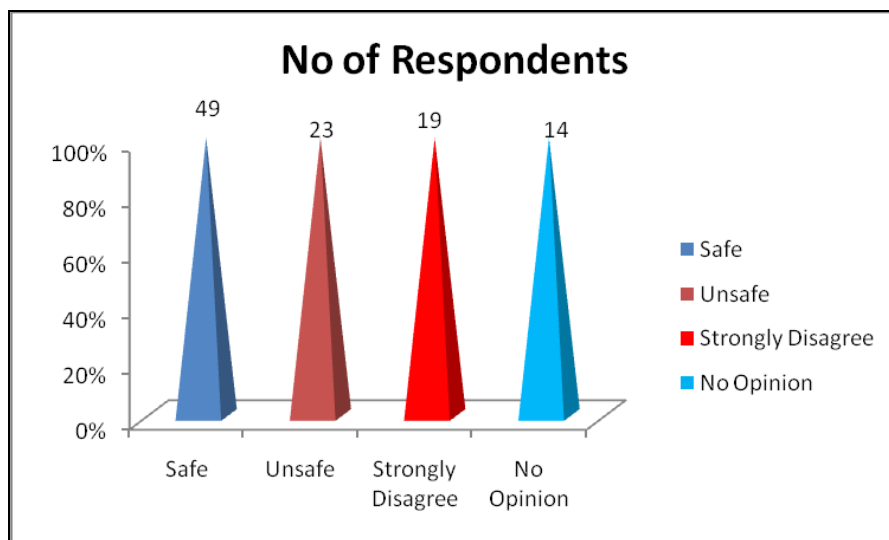


Table 6.11 Facebook Drawbacks

S. No	Major drawbacks	No of respondents	Percentage
1.	Addict	39	37.14
2.	Waste of money	21	20.00
3.	Waste of time	32	30.48
4.	All the above	13	12.38
Total		105	100

Table 6.11 presents that the major drawbacks on using Facebook. The majority of the respondents is said addiction is the major drawbacks on using Facebook 39 (37.14%), followed by waste of time 32 (30.48%), waste of money 21 (20.00%). Only a few of the respondents said all the above 13 (12.38%). The study reveals that the majority of the respondents is said addict 39 (37.14%).

Table 6.12 Facebook Identity

S. No	Facebook identity	No of respondents	Percentage
1.	Yes	49	46.67
2.	No	14	13.34
3.	No opinion	11	10.47
4.	Undecided	31	29.52
Total		105	100

Table 6.12 shows that the majority of the respondents 49 (46.67%) saying yes, followed by 31 (29.52%) respondents are saying undecided, 14 (13.34%) respondents are saying no and at last least number of respondents are saying no opinion 11 (10.47%). The study reveals that majority of the respondents saying yes 49 (46.67%).

Table 6.13 Post responses on Facebook

S. No	Responses	No of respondents	Percentage
1.	Frequently	44	41.90
2.	Rarely	23	21.90
3.	Sometimes	20	19.05
4.	Not at all	18	17.15
	Total	105	100

From table 6.13 it is clear that most of the students frequently responding to the post on Facebook 44 (41.90%), followed by rarely 23 (21.90%), sometimes 20 (19.05%) and finally 18 (17.15%) respondents are saying not at all respond to the post on Facebook. The study examines that the most of the students frequently responding to the Facebook post.

Figure 5.5 Post responses on Facebook

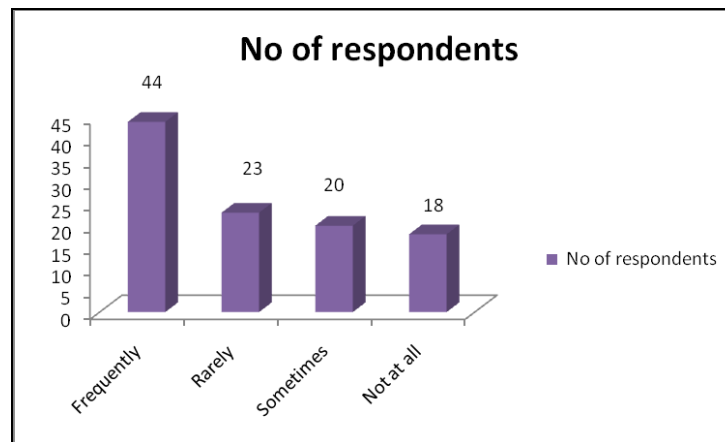


Table 6.14 Feel about Facebook

S. No	Feelings	No of respondents	Percentage
1.	Great	62	59.05
2.	Very great	13	12.38
3.	Satisfied	19	18.10

4.	Unsatisfied	11	10.47
	Total	105	100

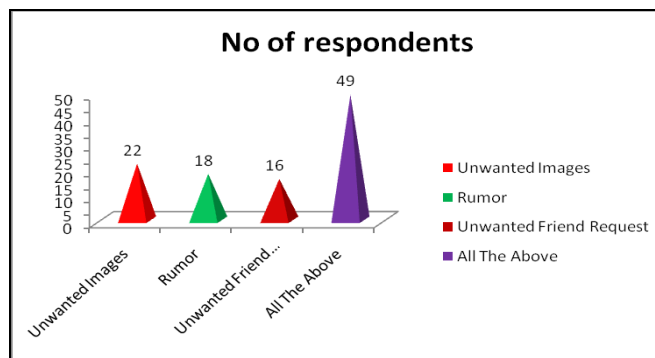
Table 6.14 explains about the Facebook become more commercialized. The majority of the respondents 62 (59.05%) was saying great, followed by 19 (18.10%) are satisfied with the advance of Facebook,13 (12.38%) are saying very great and finally few of them are feelings unsatisfied on Facebook11 (10.47%). So most of the students are saying Facebook is great 62 (59.05%).

Table 6.15 Barriers about the Facebook user

S. No	Facebook barriers	No of respondents	Percentage
1.	Unwanted images	22	20.95
2.	Rumor	18	17.14
3.	Unwanted friend request	16	15.24
4.	All the above	49	46.67
	Total	105	100

Table 6.15 examines that the majority of the respondents are saying 49 (46.67%) all the above are the barriers to use of Facebook, followed by unwanted images 22 (20.95%), rumor18 (17.14%) and finally the least number of the respondents are unwanted friend request 16 (15.24%). The majority of the students are saying all the above are barriers in using Facebook.

Figure 5.6 Barriers about the Facebook user



7.CONCLUSION

Facebook is used by over 8 million college students, but no academic study has been done on its effect on end-users. As with any emerging technology, the common sense regarding its proper use has lagged behind what technology has made possible. Although the Internet has made it possible to publish personal information online for a decade, social networking sites are unique in that they standardize, centralize, and encourage the publication of personal data to an unprecedented extent. The consequences of excessive disclosure of personal information and false senses of security are just beginning to emerge. Although no national attention has been devoted to the issue, more stories of students being disciplined because of Facebook appear in college newspapers every week. As information retrieval and analysis tools become more powerful, the public needs to develop common sense about accepting the practices of these sites. Much as it is now common sense to not meet people online without taking significant precautions, a body of common knowledge about disclosing information online would protect the public. This research aims to begin that dialogue. From a technological perspective, there has been little dialogue about investigating the protections put in place at one of the most-visited sites on the internet, which contains detailed files on more than 8 million young adults. Security by obscurity is not the best practice for any system, let alone one used by so many. The user community on this site and future sites will benefit from increased attention to these issues.

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