

# Use of Facebook by Students of College of Fine Arts (University of Mysore), Mysore: A Study

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## Abstract

In the present scenario social media are playing important role in social interaction among the society. The social media is using for so many purposes viz., chatting, sharing information, entertainment, edutainment and so on. The study was conducted at College of Fine Arts, using survey research method, we have selected randomly 25 respondents of Fine Arts College. We have collected data through the distribution of questionnaires. The study was about, how Facebook is helpful for learning purpose of the students of fine arts for their subjects of Music, Dance and Drama and other performing arts.

## Keywords

*Social Media, Facebook, Fine Arts College, University of Mysore, Mysore, User Survey*

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## **1. Introduction**

Social media are modern interactive communication channels through which people connect to one another, share ideas, experiences, pictures, videos, messages and information of common interest. Social media are interactive, entertaining, educating. There was a time, long ago, when writing on virtual walls, being "poked" by friends, and tagging pictures was entertainment enough to convert everyday internet surfers into Facebook users. But compared to today's Facebook, on which people share videos, play games, check in at locations, and make virtual purchases, the original Facebook's entertainment offering seems bare-bones. According to Facebook statistics, users install 20 million apps every day. Playing games and streaming videos have become social activities. With more app support and more content sharing, Facebook, and social media in general, is increasingly becoming a multimedia entertainment platform-which seems to be the end goal for many of these sites.

The purpose of the study is to examine the use of Facebook among Fine Arts College Students to determine the how they connect to one another, and how the information is exchanging among students about music.

## **2. Objectives of the Study**

1. To know how students of Fine Arts College interact, share and connect with likeminded people in social networked environment.
2. To understand how Fine Arts College are using the social networking sites like Facebook for their learning purpose.
3. Does conversation and collaboration in social media platform like Facebook help for enhancing knowledge ?

## **3. Methodology**

The study used to understand the current use of Facebook in the college of fine arts students. The survey was carried out based on the set of questions prepared in cover the research objectives. The questionnaire was used to collect the data. Questions in the survey included the following; language prefer in social media,

active on Facebook platform, frequency of use for music, dance and drama purposes, language respondent used for posting information, Facebook for learning purpose, and so on.

#### **4. Social Networking Sites: An Introduction**

A social networking service (also social networking sites or SNSs) is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services. Social network sites are web-based services that allow individuals to create a public profile, to create a list of users with whom to share connections, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, interests with people in their network.

#### **5. Previous Work**

There has been considerable interest in academia about social media. Many of the social scientists engaging in understanding this new emerging field of study through research. Library professionals have been looked this new media different way to explore the possibilities of extending library services to the user community. Tham (2011) in his study examined the usage and implications of social networking sites among college students. The study found that as the age of the respondents increases the time spent of SNS decreases. Interesting result of the study was, it as found that female college students spent more time using SNS compared their male counterparts. The study also revealed that younger students responded that SNS had negative implications on their academic performances. Stollack, Vandenberg, Burklund & Weiss (2011) have examined the impact of social networking sites on academic performance of the student. The study mainly looked

at the impact of social networking sites on grades. The study found that students who have spent more time in using Facebook have had experienced the negative impact on their grades. Pempek, Yermolayeva & Calvert (2009) in their study have looked at the college students social networking experience on Facebook. The study found that an average student spent 30 minutes every day in using Facebook. Majority of the students use Facebook for social interactions with whom they were acquainted personally. Cheung, Chiu & Lee (2010) in their study have explored the key factors that influence the use of social networking sites. The study revealed that social presence is the most important key factor to be on the online social networks.

## **6. Facebook: A Brief Introduction**

Facebook is an online social networking service. Facebook was founded on February 4, 2004, by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The founders had initially limited the website's membership to Harvard students, but later expanded it to colleges in the Boston area, the Ivy League, and Stanford University. It gradually added support for students at various other universities and later to high-school students. Facebook now allows anyone who claims to be at least 13 years old to become a registered user of the website.

### **6.1 Some Powerful Statistics about Facebook**

Social media is now the top Internet activity, Americans spend an average of 37 minutes daily on social media, a higher time-spend than any other major Internet activity, including email. Facebook is the leading social media network and continues to grow. Here are the latest facts and figures:

- Facebook now has 1.26 billion users
- Facebook averages 1.23 billion monthly active users
- There are 128 million daily active Facebook users in the US
- Facebook averages 945 million monthly active mobile users

- Facebook usage is highest in North America: Facebook has 59% of all Internet users in North America as active users. Google+ only achieves 15% and Twitter 25%.

## **7. College of Fine Arts, University of Mysore, Mysore : An Overview**

It was dream of poet Laureate Sri K.V. Puttappa to establish an academic institution focusing on performing arts. Enthusiastic support of the then education Minister Sri K.V. Shankaregowda and Dr.Srimali, the then Vice Chancellor, made this dream into a reality and thus University College of Fine Arts was established in the 1965 as the College of Music and Dance. Dr. D. Javaregowda, former Vice Chancellor of University of Mysore, Mysore deserves to be considered the Master- builder of this unique institution. In 1971 this college has been renamed as University College of Fine Arts.

College of Fine Arts is unique kind of institutions. This college is one of the first of this kind in Karnataka. Students are professionally trained to be a exponent in their field of interest in music and other form of performing arts. Many stalwarts in music, drama and other fields of performing arts have come out of this same college and have brought laurels to the nation.

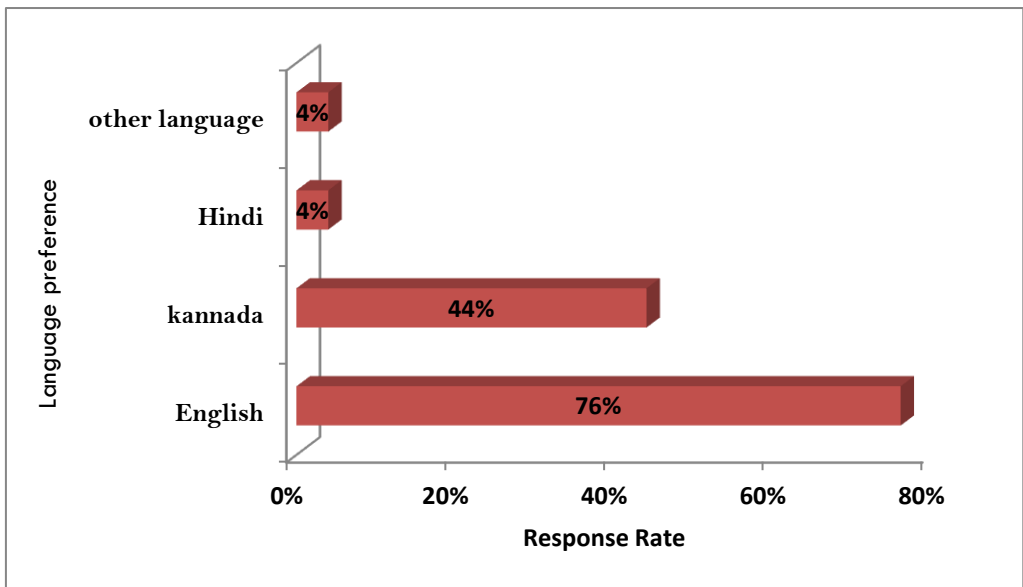
## **8 Facebook and its Use by the Students of College of Fine Arts: An Analysis**

The study was conducted to learn and understand the usage of Facebook by the students of College of Fine Arts, University of Mysore, Mysore. Facebook is the most commonly used social media tool at the College of Fine Arts. Beside this the other social media platforms using by this college is YouTube. Out of the selected sample of 25 students, the result had the heavy usage of Facebook (18, 72.00%).. The Facebook is helping users to disseminate their music, to share others links, to follow their subject related people like Musicians, Dramatist, and Dancers etc., according to a study, Facebook is important platform to upload music.

**Table 1. Active on Facebook**

SL. No.	Active on Facebook	No. of Respondents	Percentage
1	Facebook	18	72%
2	Presence on Facebook	07	28%

Table 1 shows, out of the selected sample of 25 respondents, 18 (72%) of the students of College of Fine Arts are active on Facebook for social interaction and it was revealed that 28.00% of the respondents have no presence in Facebook social networking site.



**Fig. 1. Language Preference of the Respondents**

Fig. 1 depicts the language preference of the respondents in Facebook social networking sites. It is obvious that since English is the global lingua franca, majority of the respondents responded that they want to have information in English (76.00%). It is surprising that 44% (11 respondents) of the respondent would like to have content in Facebook in their native language, i.e., Kannada. Four percent of the respondent preferred to have content in Hindi, national language of the nation. This shows the diversity of the users' preference in terms of the language.

**Table 2. Languages used for Posting Information in Facebook**

SL. No.	Language in Post	No. of Respondents	Percentage
1	English	19	76%
2	Hindi	00	00.00%
3	Kannada	00	00.00%
4	Any other	00	00.00%

Table 2 shows that in which language students are preferred to post messages in Facebook wall. Majority of the respondents posting their activities in English language (76%), native language and Hindi has not been used for posting messages in Facebook. Lack of tools for posting messages in local languages and difficulties in understanding them by global users are some of the reasons why many would like to post messages in English in social media platforms. This result also reveals the dominance of English over other native languages.

Table 3. Frequently used for Music, Dance and Drama purposes

SL. No.	Frequency of Usage	No. of Respondents	Percentage
1	Facebook	19	76%
2	Neither	06	24%

Table 3 shows, frequency of usage of Facebook for accessing information about music, dance, drama and other performing arts. It was found that 19 (76%) of respondents responded that they use Facebook for accessing music, drama and dance related contents online. The sheer advantage of sharing, uploading videos/audio and live performances on social media platform have made indispensable space for accessing information related to performing arts.

**Table 4. Facebook Use for Learning purpose**

<b>SL. No.</b>	<b>Facebook for learning purpose</b>	<b>No. of Respondents</b>	<b>Percentage</b>
1	classical Music (including Vocal, Violin and Flute)	13	52%
2	To follow other people	09	36%
3	To Share other links	08	32%
4	disseminate your music	01	04%

Table 4 shows use of Facebook for learning purposes in their subjective field. It was found that 52% of the respondent responded that they use Facebook for learning more about classical music. Thirty two percent of respondent use Facebook for sharing others links. Thirty six percentage of the respondent use Facebook for following their friends and others. It is interesting results that only 1% of the respondent responded that they use Facebook for disseminating their music.

## **9. Conclusion**

The use of social media network is increasing rapidly, because of the growth of information and communication technologies. The presents study conclude that the Fine Arts College students are using Facebook more for academic purpose, they use it for sharing their music, uploading concerts video and so on. Facebook have emerged as most popular social networking sites and has continued to grow in popularity. The most likely thing about social media sites are, it will connect with friends, family and loved ones very quickly and easily. You can share your exciting news about your life, and you can share anything you want, so everybody likes to have Facebook accounts and wants to share exciting news about them. Students of performing arts are note exception to this trend



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