Original Research

Usage, Utilization, Usefulness (U3 Model) and Challenges Faced in Social Networking Sites by Academicians

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Abstract

The study aims to determine if academicians from professional colleges use SNS to determine an association between demographic variables and factors. Variables and factors such as the purpose of SNS use, benefits of using SNS, improvement in factors of academic performance, challenges faced by academicians, and benefits of SNS in research work. The research method has used a survey with a questionnaire. The questionnaires were distributed to the academicians in selected professional colleges in and around Pune city, and responses were collected. The study observed that most faculties from professional colleges have accounts and are familiar with different SNS. It gives the ranking of SNS by Garrett's Ranking Technique as per the personal and academic use of SNS by academicians. Academicians get various benefits from using SNS, whereas they also face some challenges while using SNS. It is discussed with percentage analysis. Using ANOVA and PAIRED SAMPLE "t" TEST found a significant association between the Demographic variables and the factors under usage of Social Networking Sites. The factors especially considered towards satisfaction using Social Networking Sites by the academicians were analyzed using multiple regression analysis.

Keywords: Social Networking Sites, Academic performance, Professional colleges, Benefits, Challenges, Academicians, Demographic variables.

Introduction

According to Longman's Dictionary of Contemporary English social means, they relate to meeting people, forming relationships with them, and spending time with them (social interaction). Networking means the practice of meeting other people involved in the same kind of work, sharing information, support each other, etc. Furthermore, a website/site means a place

on the Internet to find information about something, especially a particular organization. Hence, the SNS means interaction in a broader perspective, sharing ideas, thoughts, photos, files, getting in touch with other people, and updating the status.

SNS is an accumulation of Web pages created by using a form and developed by the user. The unique features present on these sites help to determine whether they are for personal or academic usage. Most of the Social Networking Sites users do not essentially seem to be "networking" or seem to meet new people; instead, they are the ones who are communicating with people who are already a part of their wide-ranging social network.

SNS are helpful to academicians in different ways. An attempt has been made to determine the purposes of SNS use, benefits provided by SNS, and challenges faced by academicians in professional colleges in Pune city.

The objectives of this study are:

To determine the rank of SNS as per usefulness for personal purpose and academic work.

To analyze the satisfaction of academicians about the benefits of SNS.

To determine the opinion of the academicians about the effect of SNS on grades or performance.

To evaluate academicians' satisfaction through the usage of SNS in their academic careers.

To get an idea about issues faced with the use of SNS by academicians.

To analyze the association between demographic variables and the factors taken up for consideration towards SNS usage by the academicians.

Definitions

Social Networking Sites) Social Networking Sites is "the use or establishment of social networks or connection; the use of Web sites which enable users to interact with one another, find and contact people with common interests, etc." (Oxford English Dictionary Online,2010)

Academicians –These are the lecturers teaching in Professional Colleges.

Professional Colleges–Professional Colleges offered courses that emphasize professional development.

For this study, selected professional colleges in Pune city are considered Engineering, Architecture, Law, Pharmacy, B.Ed, MBA, and MCA.
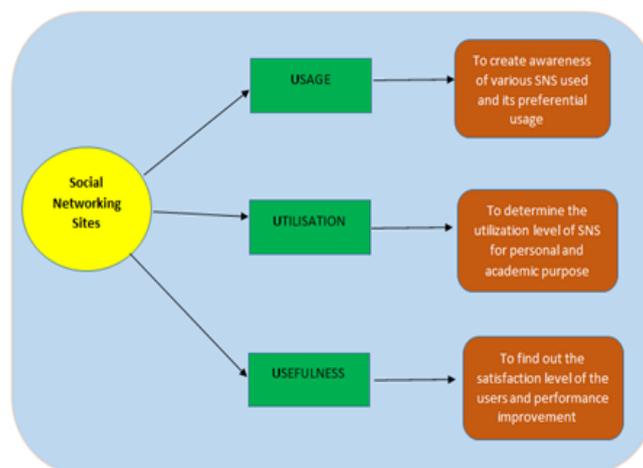

Figure 1: U3 Model

Literature Review

Now a day's SNS has become more helpful to academicians. Kulkarni, Shankar and Vijayanand (2019) found that most researchers are using SNS daily for a significant period of time and SNS are useful in various ways in their research. Varadaraju & Venkateshwarlu (2018) found that academicians use SNS for different purposes and spend more time on SNS. With SNS use, faculty have improved knowledge, quality of teaching and developed reading and searching skills. In addition to that, SNS helped them improve academic performance and increase the publication of research articles. It reflects that faculty requires SNS for their growth and knowledge. Faculty members need training and expressed that the college library would provide its services to them through SNS. Sohaei and Iahad (2018) suggested that most academics recognized the value and importance of SNS and data sharing, but many had concerns about the potential risks. In their review paper, Kulkarni & Shankar (2018) conclude that SNS is becoming very popular among academicians and researchers nowadays. SNS is beneficial to education in three ways: 1) Facilitation, 2) Collaboration, and 3) Resource/material sharing. Research by Zhu & Purdam (2017) suggests that most academics recognized the value and importance of more open science communication and data sharing, but many had concerns about the potential risks. A small group of academics, which can be termed super users, frequently communicated updates of their ongoing research. Siddiqui & Singh (2016) explained the positive and negative effects of SM. Their focus was on particular fields like business, education, society, and youth. They described how these media would broadly affect society. They conclude that social media is beneficial but should be used in a limited way without getting addicted. Research by Lupton (2014) found that some faculties are using social media and the many benefits they have experienced for their academic work. These benefits included connecting and establishing networks with other academics and people or groups outside universities. In her study, Singh (2013) suggested implications of SNS for education, particularly teacher education courses, can only be good, as student teachers and teacher educators stand a better chance of interacting with peers/colleagues, teachers/students, and content.

Chakraborty (2012) explained that SNS allows users to share their ideas, conducted activities, events, and interests within their networks. It is also used to meet new people and develop the relationship. Jalal & Zaidieh (2012) found some benefits and obstacles using social networking as educational tools. Privacy, honest friendship, taking up time, and miscommunication are the most critical challenges facing education through social networking. On the other hand, flexibility, repeatability, convenience, and accessibility have a vital influence on social networking in education. In addition, they addressed some of the previous studies about the relationship between social networking and education. Barczyk and Duncan (2011) provided six types of social media and discussed its growth and popularity applications for the academic environment. According to them, Professors can become more effective by using social media in their classrooms.

Hamid, Kurnia, Waycott & Chang (2011) gave suggestions. How nowadays, OSNS is helpful to teachers for teaching and learning. They also suggested that their findings will act as a guide to improving the use of OSNS in teaching and learning. Brady, Kevin, Holcomb, Lori, Smith, and Bethany (2010) discussed the benefits of SNS in education. They found SNS gives information about courses. Mazman and Usluel (2010), in their research, described educational usage as an essential benefit of SNS. Russo, Joan Squelch, and Sally Varnham (2010) examined

some legal issues while using SNS for academic purposes. They found legal issues such as security, freedom, and privacy. They suggested how to overcome legal issues. From the study of different researchers, SNS is helpful to academicians in different ways.

Moreover, academicians faced some challenges/issues using SNS. The present study has explained usage, usefulness, utilization, and challenges faced by academicians in selected professional colleges in Pune city using SNS. In the Present study Garrett's Ranking Technique is used to find the ranking of SNS related to personal life and academic usage. The researcher also discussed opinions about the effect of SNS on academicians' grades or performance, which other researchers do not study. Impact of the usage, usefulness considered towards the satisfaction using Social Networking Sites by the academicians using multiple regression analysis.

Research Methodology

The researcher has selected the survey research method as the study was quantitative. The questionnaire was designed with five points Likert scale and distributed through Google form and hard copy to five hundred and fifty academicians of selected professional colleges in Pune city. The population was the total number of academicians in professional colleges from Pune city, taken from university sites, and sample size calculated with Morgan's table.501questionnaires were filled by respondents and returned. The statistical test such as paired sample "t" test, one-way ANOVA "F" test, multiple regression analysis used for analyzing the results based on the rating through questionnaire was SPSS. The ranking of SNS as per usefulness for personal purpose and academic work is determined using Garrett's Ranking Technique.

Data analysis and Results
Demographic profile of the academicians in Professional College

As demographic profile plays a significant role in any service area, this study has given importance to the demographic profile of the respondents like Status of the College, Type of the College, Branch, Designation, Educational Qualification, Nature of Appointment, Total work experience, Using of any social networking sites, Preference of using social networking sites, duration of using the social networking sites, Frequency of using the social networking sites, Time spending in social networking sites and the result revealed through percentage analysis by SPSS 18.0 is given in Table 1.

Table 1
Demographic Profile of the Academicians

Sr. No.	Demographic Factors	Sample Size N=501	Percentage	Sr. No.	Demographic Factors	Sample Size N=501	Percentage
1	Status of the College				Doctorate, NET	8	1.6
	Aided	58	11.6		Doctorate, SET	6	1.1
	Non-Aided	443	88.4		M. Phil., Doctorate, SET	4	0.8
2	Type of the College				M. Phil., Doctorate	4	0.8
	Engineering	279	55.7	6	Nature of		

Sr. No.	Demographic Factors	Sample Size N=501	Percentage	Sr. No.	Demographic Factors	Sample Size N=501	Percentage
					Appointment		
	MCA	39	7.7		UGC Approved	410	81.80
	MBA	36	7.2		Adhoc/Contract	91	18.20
	Architecture	39	7.8		Total work Experience		
	Pharmacy	35	7.0	7	0-5 years	97	19.4
	LAW	36	7.2		6-10 years	155	30.9
	B. Ed	37	7.4		11-15 years	122	24.4
2	Branch				16 years & above	127	25.3
	Computer	63	12.6	8	Using any type of social networking sites		
	IT	13	2.6		Yes	482	96.2
	Mechanical	57	11.4		No	19	3.8
	Electrical	17	3.4	9	Preference of using social networking sites for Academic Activity		
3	E&TC	34	6.8		Yes	319	66.2
	Civil	17	3.4		No	163	33.8
	Instrumentation & Control	6	1.2		Duration of using the social networking sites		
	Engg. Science	47	9.4	10	Less than 6 months	4	0.8
	Mechatronics	15	3.0		6 months-1 year	18	3.7
	Construction Engg	5	1.0		1 year-5 years	114	23.7
	Other	227	45.2		More than 5 years	346	71.8
	Designation				Frequency of using the social networking sites		
4	Professor	27	5.4		Daily	432	89.6
	Associate Professor	73	14.6	11	Twice a week	34	7.1
	Assistant Professor	401	80.0		Monthly	4	0.8
	Educational Qualification				Occasionally	12	2.5
	Post Graduate	327	65.3		Time spending on social networking sites		
	M. Phil.	8	1.6		3-5 hours	23	4.8
5	Doctorate	102	20.4		2-3 hours	132	27.4
	Post Graduate, NET, SET	9	1.8	12	1 hour	205	42.5
	Post Graduate, NET	11	2.2		Less than 1 hour	122	25.3
	Post Graduate, SET	22	4.4				

Table 1 shows that out of 501 (Five Hundred and one) total sample size, 88.4 percent of respondents worked in the Unaided College in the Pune Region. Related to college, 279 respondents, with 55.7 percent, worked in the Engineering Domain with various branches. Regarding the designation maximum of 401 respondents, to the tune of 80 percent were working as Assistant Professor in their respective colleges. The above table ascertained that 327 respondents, with 65.3 percent were having a postgraduate qualification. 81.8 Percent of academicians were appointed as under UGC approved. Regarding the total working experience among the Academicians, from the result, it is noticed that the maximum number of respondents were coming under the group of 6-10 years only.

The result confirmed that 482 respondents, with 96.2 percent using the Social Networking Sites.66.2 percent accepted that they were giving first preference towards using SNS for performing academic activity against the total.

Regarding the academicians' opinion about the duration and the period of using the Social Networking Sites, a maximum of 346 respondents were using the facilities of SNS for more than five years. The maximum number of respondents (89.6 percent) was using the site daily for their academic activities. Out of the total respondents, 205 respondents with 42.5 percent were spending 1 hour in a day working on the Social Networking Sites.

Garrett's Ranking Technique

We analyzed the use of Social Networking Sites by academicians in their personal life and their profession. In this regard, the specific name of the Social Networking Sites was given to them in the questionnaire and asked to rank them. Their opinions were applied through Garrett's ranking technique which is being used to find out the ranking through the formula

$$\text{Percent position} = \frac{100\,(\text{Rij} - 0.5)}{\text{Nj}}$$

Where Rij = Rank given for the ith variable by jth respondents

Nj = Number of variables ranked by jth respondents.

The percents estimated with the help of Garrett's table and converted into scores. The scores of each factor are added, and then the total value of scores and mean values of the score are calculated. The first rank is given to the factor which is having the highest mean value and so on.

Use of SNS for Personal Life

Regarding the usage of the Social Networking Sites in their personal use, the results received through Garrett's Ranking are depicted in Table 2.

Table 2
Ranking of using SNS for personal life

| SNS/Rank	1	2	3	4	5	6	1*69	2*63	3*54	4*46	5*37	6*23	Sum	Avg. Score	Rank
Facebook	154	138	53	70	46	21	10626	8694	2438	3220	1702	483	27645	55.18	2
WhatsApp	196	175	45	14	27	25	13524	11025	2070	644	999	575	29319	58.52	1
Skype	18	42	63	59	124	176	1242	2646	2898	2714	4588	4048	18618	37.16	6
a personal blog	21	24	57	81	153	146	1449	1512	2622	3726	5661	3358	18810	37.54	5
You Tube	47	59	130	135	69	42	3243	3717	5980	6210	2553	966	23151	46.21	3
Google+	30	62	136	122	61	71	2070	3906	6256	5612	2257	1633	22216	44.34	4
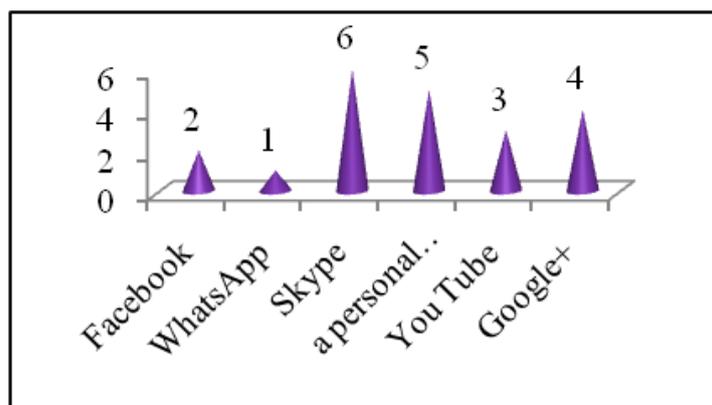
Figure 2: Opinion of the academicians about the ranking of SNS in their personal life

Regarding opinion about the usage of Social Networking Sites in the personal life, the first preference was WhatsApp and next Facebook for the communication in the personal life. YouTube was given the third rank, and Google ranked 4th in choice in their personal life. Personal blogs and Skype were given in the 5th and 6th ranks by the respondents.

Use of SNS for Academic Work

Regarding the usage of the Social Networking Sites in their Profession/Academic work, the results received through Garrett's Ranking are depicted in Table 3.

Table 3
Ranking of using SNS for academic work

| SNS/Rank	1	2	3	4	5	6	1*69	2*63	3*54	4*46	5*37	6*23	Sum	Avg. Score	Rank
YouTube	229	85	29	33	46	60	15801	5355	1566	1518	1702	1380	27322	54.64	1
Wikipedia	96	209	35	34	56	52	6624	13167	1890	1564	2072	1196	26513	53.03	2
Slideshare	18	59	171	128	62	44	1242	3717	9234	5888	2294	1012	23387	46.77	3
LinkedIn	23	38	130	185	74	32	1587	2394	7020	8510	2738	736	22985	45.97	4
Twitter	18	64	48	31	184	137	1242	4032	2592	1426	6808	3151	19251	38.50	6
Google Scholar	86	55	62	87	54	138	5934	3465	3348	4002	1998	3174	21921	43.84	5
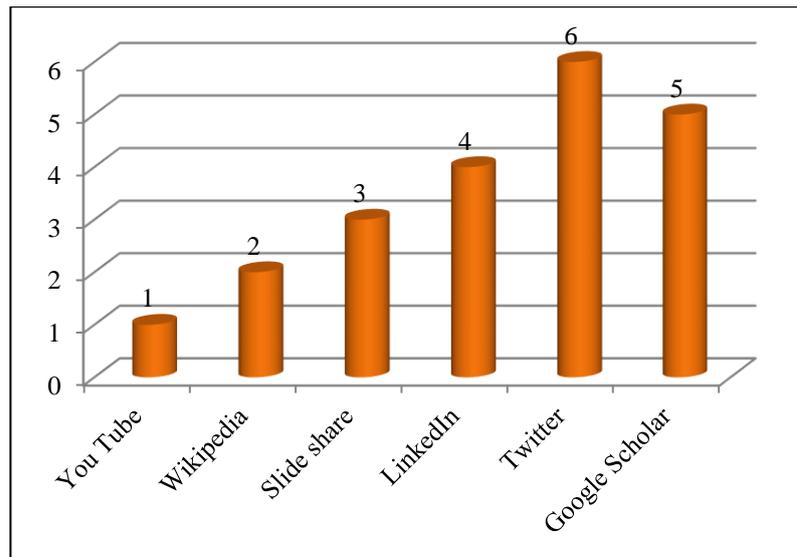
Figure 3: Opinion of the academicians about the ranking of SNS in their Academic Activities

Regarding opinion about the usage of Social Networking Sites in the Academic work, from the result, it is confirmed that the first preference was given to "YouTube" and the following preferred was "Wikipedia" for the communication in their Profession/ Academic Activities. "Slide share" was given the third rank for teaching, and "LinkedIn" was given as a 4th choice in their academic activities. "Google Scholar" and "Twitter" were given in the 5th and 6th ranks by the respondents in their professional activities.

Opinion of the academicians about the benefits of Social Networking Sites in their

Academic Role

The benefits among the academicians through Social Networking Sites were analyzed, and the result is tabulated in table 4. They were offered five options 1=Very Dissatisfactory, 2=Dissatisfactory, 3=Neutral, 4=Satisfactory, and 5=Highly Satisfactory.

Table 4

The benefits through the usage of Social Networking Sites by the academicians

Sr.No.	Variables	VDS	DS	Neutral	SAT	HSAT
1.	Use of Social Networking Sites for Professional development.	6 (1.2%)	13 (2.7%)	45 (9.3%)	352 (73.0%)	66 (13.7%)
2.	Social Networking Sites are useful for Sharing Ideas and Information to others.	6 (1.2%)	21 (4.4%)	31 (6.4%)	336 (69.7%)	88 (18.3%)
3.	Social Networking Sites are useful in having a Partnership with other Colleges	11 (2.3%)	31 (6.4%)	112 (23.2%)	244 (50.6%)	84 (17.4%)
4.	Social Networking Sites Increase the access to Resources.	9 (1.9%)	5 (1.0%)	39 (8.1%)	256 (53.1%)	173 (35.9%)
5.	Through Social Networking Sites there can be easy Communication with Educators	7 (1.5%)	6 (1.2%)	49 (10.2%)	301 (62.4%)	119 (24.7%)

6.	Social Networking Sites are useful in Communicating with Students and Parents	5 (1.0%)	23 (4.8%)	37 (7.7%)	284 (58.9%)	133 (27.6%)
7.	Social Networking Sites are useful in Communication with Alumni.	5 (1.0%)	5 (1.0%)	62 (12.9%)	261 (54.1%)	149 (30.9%)
8.	Social Networking Sites are useful for publishing material.	9 (1.9%)	13 (2.7%)	86 (17.8%)	271 (56.2%)	103 (21.4%)
9.	Social Networking Sites are helpful for finding and sharing relevant material.	9 (1.9%)	10 (2.1%)	49 (10.2%)	286 (59.3%)	128 (26.6%)
10.	Social Networking Sites are useful in Expressing creativity.	8 (1.7%)	18 (3.7%)	68 (14.1%)	274 (56.8%)	114 (23.7%)
11.	Usage of Social Networking Sites in Gaining knowledge.	8 (1.7%)	5 (1.0%)	41 (8.5%)	298 (61.8%)	130 (27.0%)
12.	Use of Social Networking Sites to get all news updates.	5 (1.0%)	23 (4.8%)	51 (10.6%)	271 (56.2%)	132 (27.4%)
13.	Social Networking Sites are useful for Collective thinking.	9 (1.9%)	16 (3.3%)	73 (15.1%)	260 (53.9%)	124 (25.7%)
14.	Use of Social Networking Sites to get UP-TO-DATE Career Information.	11 (2.3%)	30 (6.2%)	86 (17.8%)	258 (53.5%)	97 (20.1%)
15	Social Networking Sites are useful for getting Command over language.	28 (5.8%)	39 (8.1%)	120 (24.9%)	220 (45.6%)	75 (15.6%)

Regarding the opinion of the academicians about benefits through the usage of Social Networking Sites, it is revealed that a maximum of 429 respondents with 89 percent was highly satisfied/satisfied with the access of benefiting the resources through Social Networking Sites. Only 67 respondents, to the tune of 13.9 percent, were found dissatisfied/very dissatisfied towards getting command over the language. At the same time, a maximum of 120 respondents, with 24.9 percent, did not give any opinion towards using social networking sites to get command over the language. From Table4, it is found that most of the academicians were satisfied with the benefits of SNS.

Association between the Demographic Variables and the factors taken up for consideration towards usage of Social Networking sites by the Academicians

In view to analyze the association between the demographic variables and factors like usage, benefits, improvement in the academic career, issues being faced through the usage of Social Networking Sites and satisfaction about benefits of SNS for research work paired it put up in Table 5:

Table 5

Association between the Demographic Variables and the factors under using of Social Networking Sites

Factors	Purpose of using social networking sites	Benefits by using social networking sites	Improvement in the academic career through using social networking sites	Issues Facing while using the social networking sites	Satisfaction among the academicians about benefits while using the social networking sites for research work
ONE WAY ANOVA- "F" Test					
Type of the college	4.823**	1.748	1.400	1.404	1.672
Branch	1 .957	1.349	2.676*	3.117*	1.280
Designation	5.682*	1.899	0.824	0.883	0.403
Educational Qualification	2.581*	0.978	1.814	1.491	3.374**
Total work experience	1.893	0.438	4.380*	3.159*	1.757
Duration of using the social networking sites	4.994**	4.822**	3.158*	3.036*	2.092
Frequency of using the social networking sites	16.405**	12.018**	11.348**	6.226**	1.883
Time spending in social networking sites	19.547**	12.577**	5.551**	4.537**	4.521**
PAIRED SAMPLE "t" TEST					
Status of the College	132.851**	157.25**	131.92**	134.66**	115.452**
Nature of the appointment	133.89**	158.27**	133.97**	137.12**	116.788**
Using of any type of social networking sites	135.12**	159.87**	136.93**	140.00**	117.433**
Preference of Using social networking sites	132.31**	156.96**	131.31**	133.86**	115.943**
** Significant at 1% level: *significant at 5% level					

Table 5 shows that all the factors were statistically significant with the demographic variables. Like Status of the College, Nature of the Appointment, and Using of any Social Networking Sites and the preference of using Social Networking Sites as the "t" value is statistically significant at the level of 1% significance. Regarding the association between using the Social Networking Sites with the demographic variables, all the factors were significantly associated with each other at 1% and 5% significance except the variables like Branch of working and total working experience. Regarding the association between the benefits of using the Social Networking Sites with the demographic variables, factors like duration of using the SNS, Frequency of using the SNS, and the Time spending in using the Social Networking Sites were significantly associated at a level of 1% significance.

Regarding the association with the improvement in the academic career through using of Social Networking Sites and with the issues facing during the use of Social Networking Sites, all the demographic variables were found significantly associated except Type of College, Designation, and Educational Qualification at the level of 1% and 5% significance. While analyzing the association with the satisfaction and benefits among the researchers through the usage of Social Networking Sites, the variables like Educational Qualification and the Time spending (Duration) with Social Networking Sites were significantly associated at a level of 1% Significance.

Opinion of Academicians about the effect of SNS on Grades or Performance

Academicians were asked to comment on whether they agree that SNS has affected grades or performance using two response options 1-Yes, 2-No (figure 4).
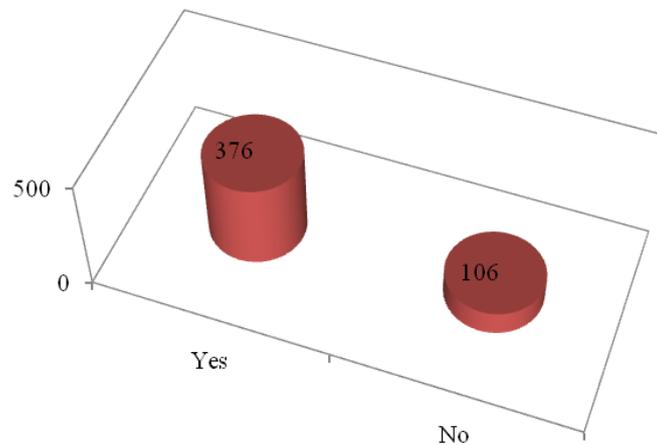

Figure 4: Opinion of the Academicians about the effect of SNS on grades or performance

The opinion about the effects of the use of Social Networking Sites on the performance of academicians was asked. The result showed that 376 respondents, with 78 percent, have given their consent about their performance. Furthermore, only 106 respondents with 22 percent have not accepted and expressed "No," which implied no effect of using social networking sites on their Grades or the Performance.

Satisfaction of Academicians with the Performance of SNS in Academic Career

Regarding the opinion about the performance of the Social Networking Sites in the Academic Career, they were offered five options 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree. Opinion from the respondents was obtained and analyzed, and the result is detailed in figure 5.
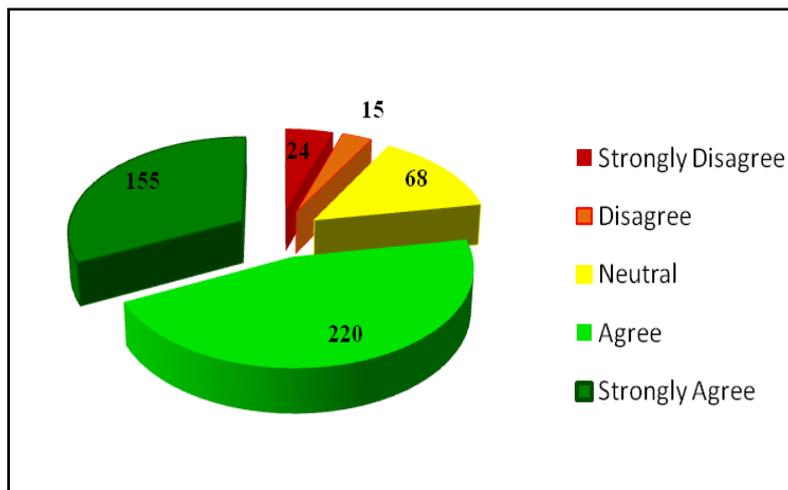
Figure 5: Satisfaction of Academicians with the performance of SNS in the academic career

From the result, it is noticed that 39 respondents with 8.0 percent were strongly disagreed/disagreed about the satisfaction towards the performance of SNS in the academic career, but the same was strongly agreed/agreed by 375 respondents to the tune of 77.7 percent about the satisfaction of SNS in their career. 14.1 percent of the total population has not given any opinion about satisfaction through using Social Networking Sites. Hence it can be concluded that the majority of respondents agree that they are satisfied with the performance of SNS in their academic career.

Opinion of the Academicians about Challenges Faced through the usage of SNS

Regarding the issues, if any faced by the academicians using the Social Networking Sites, the respondents were asked to give their opinion for the 11 variables considered under the issues and challenges part. The result obtained through the survey is detailed in Table 6.

(Rating scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree)

Table 6

Opinion about the challenges faced by the Academicians through the usage of Social Networking Sites

Sr. No.	STATEMENT	SDA	DA	Neutral	A	SA
1.	Lack of Time to use Social Networking Sites	146 (30.3%)	65 (13.5%)	86 (17.8%)	118 (24.5%)	67 (13.9 %)
2.	Lack of privacy to use Social Networking Sites	158 (32.8%)	54 (11.2%)	132 (27.4%)	98 (20.3%)	40 (8.3%)
3.	Social Networking Sites are not user-friendly	135 (28.0%)	124 (25.7%)	119 (24.7%)	96 (19.9%)	8 (1.7%)
4.	Use of Social Networking Sites is not allowed in the department.	166 (34.4%)	92 (19.1%)	106 (22.0%)	97 (20.1%)	21 (4.4%)
5.	Poor Internet facility in the department is an issue to use Social Networking Sites	172 (35.7%)	107 (22.2%)	92 (19.1%)	76 (15.8%)	35 (7.3%)
6.	Lack of technical knowledge to use Social Networking Sites.	176 (36.5%)	128 (26.6%)	91 (18.9%)	74 (15.4%)	13 (2.7%)

Sr. No.	STATEMENT	SDA	DA	Neutral	A	SA
7.	Takes too much time to learn or use Social Networking Sites.	157 (32.6%)	107 (22.2%)	77 (16.0%)	101 (21.0%)	40 (8.3%)
8.	Lack of support at my institution to use Social Networking Sites	143 (29.7%)	105 (21.8%)	96 (19.9%)	113 (23.4%)	25 (5.2%)
9.	Distract people while doing their assignments/ researches using Social Networking Sites.	122 (25.3%)	127 (26.3%)	93 (19.3%)	109 (22.6%)	31 (6.4%)
10.	Hacks and viruses are the problem face by using Social Networking Sites.	126 (26.1%)	77 (16.0%)	126 (26.1%)	112 (23.2%)	41 (8.5%)
11.	Access of Some Social Networking Sites is denied in my department.	113 (23.4%)	107 (22.2%)	107 (22.2%)	83 (17.2%)	72 (14.9%)

The result revealed that maximum respondents to the tune of 185 with 38.4 percent strongly agreed/agreed about the lack of time to use Social Networking Sites, followed by 141 respondents with 29.3 who informed that it took too much time to learn the SNS platform. Next to this, 304 respondents with 63.1 percent strongly disagreed/disagreed about having the technical knowledge to use the SNS platform, followed by 279 respondents with 57.9 percent who strongly disagreed/disagreed about the availability of inadequate internet facilities in their departments. A maximum of 132 respondents, with 27.4 percent, did not give any opinion about the challenges faced by the academicians during usage of Social Networking Sites.
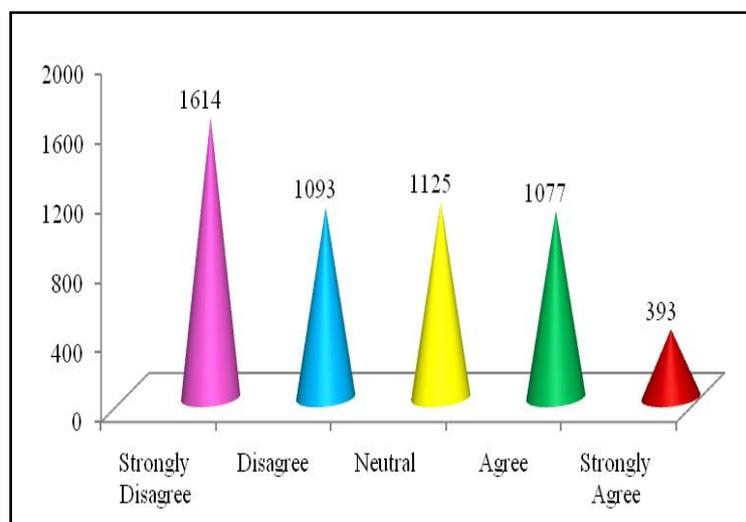

Figure 6: Opinion of the Academicians about the challenges faced through usage of Social Networking Sites

Multiple Regression Analysis

Multiple regression analysis was carried out by considering satisfaction by using SNS as the dependent variable and factors like Usage of Social Networking Sites, Benefits through Social Networking Sites, and the Issues/Challenges using Social Networking Sites independent variable. The details of the analysis are shown in Table 7.

Table 7
Details of Multiple Regression Analysis and the statistics of this Study

Factor (Dependent)	Factor (Independent)	Regression Coefficient (B)	S.E	"t" test value	Tolerance Value	VIF Value
Level of Satisfaction	Constant	-0.284	1.019	-0.278	-	-
	Usage of SNS	0.054	0.017	3.208**	0.569	1.758
	Benefits through SNS	0.144	0.021	6.831**	0.516	1.939
	Issues/Challenges in using SNS	0.661	0.033	19.768**	0.748	1.337
	R2 Value	0.671				
	Adjusted R2 Value	0.669				
	F Value	324.770**				
	Number of Samples	482				
	Durbin Watson Test Value	1.813				
** 1% level of Significance						

The satisfaction level using the social networking sites by the academicians was studied. The academicians affiliated with the professional colleges in the Pune Region. The result showed the F- ratio is 324.770 and statistically significant at the level of 1% significance. In addition, the importance of the variables taken was revealed through the Beta value (B). It is found that every one unit increase of the predictor variable increases the outcome of the Beta Coefficient. Here the values were found to be >0.3. It implied that the increase in the Beta coefficient would increase the effect of predictor variable " Issues and challenges in SNS" (Beta value is found to be 0.661) except the factor "Using of Social Networking Sites" as the Beta value is found to be .0.054 and the "Benefit through SNS" (B= 0.144). The coefficient of determinant value (R^2) was found to be 0.669, which implied that the unit increase in the variable found independent and considered in this research elucidates the changes to 66.9 percent in satisfaction with using Social Networking Sites academicians. All the factors taken up in this study were showed as an inevitable and essential forecasters. Moreover, having a constructive impact on the level of satisfaction among the academicians using the Social Networking Sites for the academic purpose as the "p" has the statistically significant value. While analyzing the Durbin Watson value, it was found to be 1.813. From this, it could be confirmed that there was no multi-co-linearity among the factors taken up for consideration. In addition, the Tolerance (>0.01) and the Variance Inflation Factor (VIF) value (<2.5) also pointed out that there is no co-linearity with the other variables in the model. The following are the significant findings of the study:

It is found that the majority of academicians use SNS.

Social Networking Sites is the first preference for Academic activity of all academicians.

It is deduced that most of the respondents use WhatsApp(rank1), followed by Facebook, YouTube, Google+, Facebook, a Personal blog, Skype for personal purposes.

It can be deduced that the majority of the respondents use YouTube (rank 1), followed by Wikipedia, Slide share, LinkedIn, Google Scholar, and Twitter for Academic work.

The main benefit of using SNS to academicians is access to benefiting the resources through Social Networking Sites.

Regarding the demographic variables, there is a significant association between demographic variables like duration of using SNS, Frequency of using SNS, time spending in SNS, the status of the college, nature of the appointment, use of any SNS, preference of using SNS for academic activity and the factors under using of Social Networking Sites. It is found that academicians agree that SNS has affected grades or performance. The study finds that most academicians agree with their satisfaction regarding SNS performance in their academic careers.

The main issue faced by academicians is the lack of time to use Social Networking Sites.

Discussion

The result of this study revealed that there is a significant association between demographic variables and the usage of Social Networking Sites by academicians. This has substantiated the findings of Tal & Pieterse (2017). Tal & Pieterse's study proved a correlation between the frequency of visits and the professional community, acquisition of knowledge, and self-promotion in their career, irrespective of the gender of the respondents. At the same time, they found a difference of opinion regarding the institution where the respondents were affiliated.

The results showed that academicians use different SNS for personal purposes and academic work. This finding is in line with Moran, Seaman & Kane's (2012) findings. They found that faculty are selective about their choice of social media sites. Moreover, matching different sites to their different needs, the sites they visit most often for personal use (Facebook), professional use (LinkedIn), use for teaching (Blogs and Wikis) are all different. The use of social media among faculty is fluid and evolving. The mix of sites being used is changing over time. In 2011 Facebook was the most visited site for faculty professional purposes; by 2012, LinkedIn was replaced. Facebook for professional purposes dropped, while the usage of LinkedIn increased over one year.

The study shows that academicians are benefited using SNS. This has upheld the findings of Varadaraju & Venkateshwarlu (2018). They found that SNS are helpful to academicians. The finding matches the findings of Sahu (2014). Sahu reported that 66% of respondents used SMSs for lurking (i.e.) to see other's information without posting anything. Furthermore, faculties were using SMSs for academic activities such as giving assignments to students, sharing relevant material, building contact, forthcoming events, and publishing their research output.

Findings uncovered that academicians face some challenges. In this regard, the findings are following Jalal & Zaidieh's (2012) results. Jalal & Zaidieh showed there are benefits and obstacles to using Social Networking Sites as an educational tool. And also similar to the findings of de Leon-Abao, Boholano & Dayagbil (2015). They have also informed that the use of SNSs involves opportunities and challenges in all aspects of human undertaking that may be personal, academic, or societal. Every individual is made conscious responsible in its utilization that would create a positive change in the world. Their findings revealed that social networking had become an excellent avenue to teaching and learning. They concluded that Social Networking Sites are beneficial to educators, but it has also challenges and opportunities encountered by the educators. Academicians are satisfied with the performance of SNS in their academic careers. These findings have substantiated the output of the study of Abdelraheem &

Ahmed (2015), Lalnunpuii and Verma (2016), and Khan, Munir, Din & Amin (2017). They have informed that social media significantly affects academic performance positively and satisfies them in a great range.

Conclusion

The present study was focused on the use of Social Networking Sites by academicians from professional colleges in Pune city. Academicians use SNS for personal and academic purposes. Academicians give first preference to SNS for performing their academic activity. Academicians get various benefits by using SNS such as Social Networking Sites to increase access to resources. SNS helps share ideas and information with others; SNS are helpful for professional development. Academicians are gratified with the benefits of SNS. At the same time, academicians face some issues while using SNS. Academicians are satisfied with the performance of SNS in their academic careers. There is a significant association between demographic variables and the factors such as the purpose of use of SNS, benefits of SNS, improvement in academic performance, benefits of SNS in research work, and challenges faced by academicians. SNS has become one of the largest online platforms in the world for sharing real-time information.

Abbreviations

SNS - Social networking Sites, SPSS - Statistical Package for the Social Sciences, ANOVA-Analysis of Variance

Future Scope

Analysis of the improvement of the factors for academic performance using SNS will be done with the help of SPSS. Corrective measures will be found to overcome issues. Research may be extended for academicians in Maharashtra state with various demographic variables.

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