

# **THE USE OF SOCIAL NETWORKING SITES AND ITS EFFECTS ON UNDERGRADUATE STUDENTS OF NATIONAL INSTITUTE OF AYURVEDA JAIPUR, INDIA**

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## **ABSTRACT**

*This study was carried out to investigate the availability and the use of social networking sites and its effects on undergraduate students of National Institute of Ayurveda, Jaipur, India. Social networking sites have come to mean individuals, using the Internet and web application to communicate in previously impossible ways. This is largely the result of a culture-wide paradigm shift in the uses and possibilities of the internet itself. The objectives of the study are to find the level of student's awareness of social networking sites, examine purpose of using social networking sites, the effects associated to social networking sites, the average time spent on social networking sites and to identify the relevant of social networking sites to students*

*The study adopted the descriptive survey research design which was employed to derive responses from a sample size of 200 undergraduate students of National Institute of Ayurveda who were selected via random sampling techniques. Data were collected from this population using questionnaire. Out of the 200 questionnaires distributed 180 respondents completed and returned the questionnaire representing 90% response rate. The result of the study reveals that mostly all the student were using the social networking sites in interaction with friends and families.*

**Keywords:***Availability, Effects on Students, National Institute of Ayurveda and Use of Social Networking Sites.*

## **I. INTRODUCTION**

Social networking sites are varied and also incorporate a range of new information and communication tools such as obtainability on desktop and laptops, mobile devices such as tablet computers and smartphones, digital photo/video/sharing and "web logging" diary entries online (blogging). Online community services are largely considered as social network service, though in a broader sense, the social network service usually means an individual-cantered service whereas online community services are group-cantered. Social networking sites allow users to share thoughts, digital photos, videos and posts through informing the general public about the online, the world happenings events with the aid of network. While in-person social networking, such as

gathering in a village market to talk about events has existed since the earliest developments of towns, the web enables people to connect with others who live in different sites, ranging from across a city to across the world. Depending on the social media platform, members may be able to interact with any other member. In other cases, members can contact anyone they have a connection to, and subsequently anyone that contact has a connection to, and so on. The main types of social networking services are those that contain category places (such as former school year or classmates), means to connect with friends (usually with self-description pages), and a recommendation system linked to trust. Social network services can be split into three types: socializing social network services are primarily for socializing with existing friends (e.g., Facebook); networking social network services are primarily for non-social interpersonal communication (e.g., LinkedIn, a career and employment-oriented site); and social navigation social network services are primarily for helping users to find specific information or resources. Social networking sites are fast attractive and becoming very popular channel of both interpersonal and public communication in India. Social networking sites are more than interactive communication channels through which people connect to one another, share ideas, experiences, pictures, messages and information of interests. During the last two eras, the world in general and India in particular has witnessed remarkable changes in Information Technology (IT).

The advancement in IT led to the emergence of Social Networking Sites (SNS). Moreover, Social Networking Sites are currently being used regularly by millions of students in Indian Universities, colleges and Institutes, National Institute of Ayurveda is also not left behind. It has variably left a big impact on society in general and the Institute of Ayurveda in particular. The usage of Social Networking Sites (SNS) has been so extensive that they have caught the attention of academics globally. Social Networking Sites is now being investigated by numerous social science researchers. An increasing number of social scientist are developing interest in studying Social Networking Sites because of its impact on society Manjunatha S. (2013). Now, in today's information era, ICT have changed the social environment also new people communicate with their groups by using different means and modes of communication and social networking sites are one of them. Social Networking Sites have quickly become one of the most popular medium of online communication it has exploded over the past few years. The increasing numbers of people using these social networking sites have forced the library and information professionals to think about how this technology can be used in the libraries as suggested by Connel (2009). Social Networking Sites provide an advanced and effective way of connecting users (O'Dell, 2010). Features of SNS enable users to generate interpersonal connections based on common grounds (Greenhow & Robelia, 2009). SNSs, such as Friendster, LinkedIn, Myspace and Facebook, set up personal communities, allow users to make persistent comments on the profiles of their friends and send private messages (Hoffman, 2009).

The term Social Networking Sites has been defined by several authors in different ways, for example the study by Boyd and Ellison (2007) defined Social Networking Sites as "web based services that allows individual to construct a public or semi-public profile within a bounded system, articulated a list of other users with whom they share a connection and view and navigate their list of connections and those made by the other system". Social Networking Sites can broadly define as Internet-based social spaces designed to facilitate communication, collaboration and content sharing across network of contacts. Social Network Sites allows users

to manage, build and represent their social network online Social Networking Sites have rapidly gained popularity at global level with active membership on SNS of almost 300 million people as of 2010.

According to Computing Dictionary (2011), "Social Networking Sites as any website was designed to allow multiple users to publish content of them. The information may be on any subject and may be for consumption by friends, mates, employers, employee etc.

Powel (2009), defines "Social Networking Sites as a community in which individuals are somehow connected through friendship, values, working relationships, idea and so on.

Moreover, Social Networking Sites has become one of the most important parts of our daily life which enables us to communicate with each other. A Social Networking is an online service platform or sites that focuses on building and reflecting of social network or social relation among people who share interest and activities. Social Networking often involves grouping specific individuals or organizations together. Social Network act as communication tools to enable social interaction among Library and Information Science Professionals. Most social networks services are web-based and provide means for users to interact over the internet. Users interact, share, and exchange resources by social networks. It promotes free flow of information and sharing of resources beyond boundaries.

Finally, Social networking sites are the software that enables people to connect, collaborate and form virtual communities via the internet. SNS are those who provide the opportunity to interact. It also allow visitors to send email, post comments, build web content and take part in live chat (YALSA 2011). In general sense, it can be defined as internet or mobile-based social spaces designed to facilitate communication, collaboration and content sharing across network of contacts. SNS allow users to manage, build and represent their social networks online.

## II. SOME POPULAR SOCIAL NETWORKING SITES

1. Facebook: It is a top Social Networking Sites on the web with over 1.59 billion monthly active users of December, 2015 and over 1 billion that logon daily. Statistics shows that Facebook messenger is the second most popular messaging App behind WhatsApp. **Number of active users per month: 1.59 billion approximately.**
2. Twitter: is known as real time public microblogging network where news breaks first. Most users loved it for its iconic 140-characters limit. Twitter has changed dramatically over the years and today it's criticized a lots for going the way of looking and functioning almost exactly like Facebook. **Number of active users per month: 320 million approximately**
3. LinkedIn: It's a social network for professionals, anyone who wants to make connections to advance their careers should be on LinkedIn. Profiles are designed to look sort of like extremely detailed resumes with sections for work, experience, education, volunteer work, certification, awards and all sort of other relevant work related information. Users can promote themselves and their business by making connections with other professionals, interacting in group discussion, posting jobs, applying to jobs, publishing articles etc. **Number of active users per month: 100 million approximately**

4. Google +: Making its debut in early summer of 2011, Google + became the fastest growing social network the web has ever seen. After failing a couple of times already with Google Buzz and Google wave the search giant finally succeeded at creating something that stuck kind of nobody needed another Facebook clone, so Google + had always been widely criticized for being a social network that nobody really used. In late 2015, a brand new Google + was rolled out to put more emphasis on its communities and collection features to help differentiate the platform a bit more and gave existing users more of what they wanted.  
**Number of active users: 300 million approximately**
5. YouTube: it is where everyone go to watch or share video online. After Google You Tube is the second largest search engine despite being owned by google, YouTube can still recognised as separate social network on its own as a premier place to go and watch videos on every topic and upload your own as well.
6. Instagram: it has grown to be one of the most popular social network for photo sharing that the mobile web has ever seen. It is the ultimate social network for sharing real-time photos and short videos while on the go. Number of active users per month: 400 million approximately
7. WhatsApp: currently the most popular instant messaging provider world-wide. WhatsApp is a cross-platform app that uses your network connection or data plan to send and receive messages to individual or groups using text, photos, and videos and even voice messages. Unlike Kik and other popular messaging apps WhatsApp uses your phone number rather than user name or pin. The app also offers a few customizable features like profiles, wallpapers and notification sounds. **Number of active users per month: 1 billion approximately**
8. Ning: Librarian can use this tool to get connected with students, Academic Library Association and more. You can also use it to share information with many people at a time.
9. Myspace: primarily have a social function of allowing users to make friends, talk online and share resources. **Number of active users: 20 million approximately**
10. Blog: by creating a blog you will be able to disseminate information to lots of people at one time.
11. Skype: Skype, owned by Microsoft, is one of the most popular communication-based social networking platforms. It allows you to connect with people through voice calls, video calls (using a webcam) and text messaging. You can even conduct group conference calls. And, the best part is that Skype-to-Skype calls are free and can be used to communicate with anyone, located in any part of the world, over the internet. **Number of active users per month: 300 million approximately.**
12. Viber: This multi-lingual social platform, which is available in more than 30 languages, is known for its instant text messaging and voice messaging capabilities. You can also share photos and videos and audio messages, using Viber. It offers you the ability to call non-Viber users through a feature named Viber Out. Number of active users per month: 249 million approximately.
13. Snapchat: This is an image messaging social platform that enables you to chat with friends by using pictures. It allows you to explore news and even check out live stories that are happening around the world. **Number of active users per month: 200 million approximately.**
14. Pinterest: This is a photo sharing and visual bookmarking social media site or app that enables you to find new ideas for your projects and save them. So, you can do DIY tasks or home improvement projects, plan

your travel agenda and so on by using Pinterest. **Number of active users per month: 100 million approximately.**

15. Telegram: This instant messaging network is similar to WhatsApp and is available across platforms in more than eight languages. However, Telegram has always focused more on the privacy and security of the messages you send over the internet by using its platform. So, it empowers you to send messages that are encrypted and self-destructive. This encryption feature has only just been made available for WhatsApp, whereas Telegram has always provided it. Number of active users per month: 100 million approximately.

### **III. NATIONAL INSTITUTE OF AYURVEDA (NIA), JAIPUR**

The National Institute of Ayurveda was established on 7th February 1976 by the Ministry of Health and Family Welfare, Government of India. The Institute is first of its kind in India having a national character and international repute with the following Aims and Objectives:

1. To promote the growth and development of Ayurveda.
2. To produce Graduates and Post-Graduates in all branches of Ayurveda.
3. To conduct Research on various aspects of Ayurveda
4. To provide Medical Care through Ayurvedic systems of medicine to the suffering humanity.
5. To provide and assist in providing service and facilities of highest order for research, Evolution, Training, Consultation and Guidance to Ayurvedic system of medicine.
6. To conduct experiments and develop patterns of teaching Under-Graduate and Post-Graduate Education in all branches of Ayurveda.

The erstwhile Government Ayurvedic college of Jaipur of the Govt. of Rajasthan was merged to form the Institute. All the teaching and non-teaching staff of the then Government Ayurvedic College of Jaipur and also the teaching staff of Government Ayurvedic College of Udaipur were screened for absorption in the Institute. Finally, the staffs recommended by the screening committee are approved by the Governing body and absorbed into the institute.

### **IV. STATEMENT OF THE PROBLEM**

In more recent years, social networking sites have changed from few user-based sites to billions of users sites. The grown and the popularity of social networking sites has generated concerned among institutions authorities, communication experts and psychological researchers about the benefit and potential risks facing students, as they engaged in online social networking to satisfy their social and information needs rather than oral face-to-face communication. Moreover, the risk of social networking sites on oral communication among students, Sherry Turkle (2012), has the opinion that “the convenience the social networking gives users to communicate with one another can damage their interpersonal communication”. He also stated that it makes users to see one another as “object” to be accessed. What is more addiction to social networking sites is establishing feelings of loneliness and increase of insensitivity to disconnection, according to John J Cacioppo, a neuroscientist at the University of Chicago (Cacioppo, 2009). Hence, there is need to approach some means of selecting and using

the right social networking sites sensibly. This research study is concerned with the use of social networking sites, its effect on students and implications or dangers associated with social networking sites usage.

## **V. OBJECTIVES OF THE STUDY**

1. To find the students' awareness of social networking sites
2. To examine the purpose of using social networking sites by UG students
3. To find the effects associated to social networking sites on UG students.
4. To find the average time spent on social networking sites
5. To identify the relevance of social networking sites to students

## **VI. SIGNIFICANCE OF THE STUDY**

It is expected that the output of the present research study will benefit students and administration of National Institute of Ayurveda because it will show the level of student's usage of the social networking sites in every aspect. This shall help them to understand how best to sustain the students' attention on using social networking sites. It will also be of immense benefits to the field of library and information science as it will be an addition to existing literature on social networking sites. Moreover, the findings of the study will provide facts that will enable the Indian tertiary institutions of learning to know what arises from student's use of social networking sites. This will help them to come out with modalities on how to control social networking usage by students. Upon the successful completion of this research, it shall be very relevant to different people and authorities across India and the universe in general.

## **VII. REVIEW OF RELATED LITERATURE**

This chapter deals with the review of related literature done by other researchers. There are many researches conducted on Social Networking Sites in India and abroad, the aim of this chapter is to examine the earlier investigation carried out by other researchers on Social Networking Sites area. The review would help in determining the contribution this study could make in terms of adding new knowledge to the existing ones.

In the review of existing studies in the related topics gives us a way to go ahead in pursuing of understanding usage of Social Networking Sites (SNS) by Indian universities, colleges and institutes students. The study entitled "the usage of social networking sites among the college students in India" explores how today the importance of social networking sites is increasing. Many SNS developers like Facebook, Myspace, Twitter and others are competing to provide the best services and to give the best features in terms of socialization, interaction, privacy and even entertainment. A study by Connel (2009) finds that many users are using the social networking sites and further recommend that libraries should proceed with caution when implementing online social network profiles. In India, the usage of social networking sites by the libraries is still far behind compared to most developed countries, but they are always trying very hard to utilize these social networking as tools for libraries to provide services and market themselves to their clients.

According to study by Fox and Naidu (2009), revealed that issues related to confusion in terminologies, inadequate feedbacks, error messages, improper links location affects user's performance and satisfaction. Xia (2009), finds that the success of Facebook groups can be controlled by the active organization of librarians and use of more general topics to keep discussions alive. The study further reported that Facebook group should target not only students but also faculty and staffs in support of research work and other academic activities. Shaheen (2008) identify that internet used by the students promoted democracy, freedom of expression and greater awareness about their right during the political crisis in Pakistan. Dickson and Holley (2010), finds that social networking can be an effective method of students outreach in academic libraries if they can respect students privacy and provide equal coverage for all subject areas.

### **VIII. METHODOLOGY**

The research design for this study is descriptive survey which seeks to find out certain facts concerning an existing phenomenon. Aina (2006) descriptive survey is a study which uses the sample data in any systematic investigation to describe and explain what is existent or non-existence on the present status of a phenomenon been investigated. The method was used because the study intend to measure the opinions of the respondents on availability and the use of social networking sites and its effects on UG students of National Institute of Ayurveda, Jaipur, India. The area of the study is National Institute of Ayurveda, Jaipur, India, the choice of the area was for close proximity and no any research on social networking sites was conducted before. To ensure effective collection and distribution of data the structured questionnaire was used.

### **IX. SAMPLE OF POPULATION**

The population of the study are undergraduate students of National Institute of Ayurveda. The population of undergraduate's students are 436 based on the statistics provided by the management of the institute. Sample of the population 200 UG students were selected this represent 45.8% of the total population. Random sampling was used to distribute questionnaires to 200 UG students of various departments out of which 180 questionnaires were dully completed and returned. Out of the 120 questionnaires distributed to male students, 110 questionnaires were duly completed and returned while out of the 80 questionnaires distributed to female students, 70 were duly completed and returned.

### **X. RESULT AND DISCUSSIONS**

The high percentage of returned from both male and female students could be associated with the interest and cooperation showed by the management and UG students of National Institute of Ayurveda. In the final stage the statistical method for analysing collected data was used with the aid of percentage count and table frequencies.

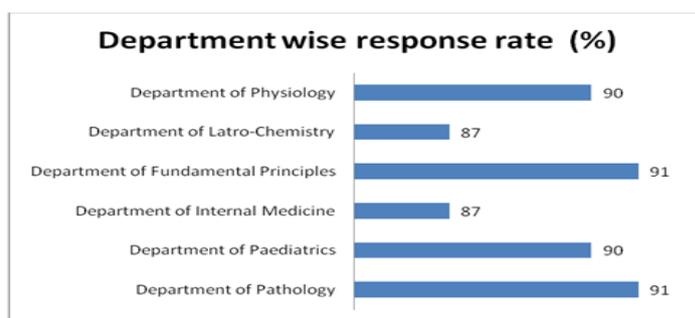
The sample of population and distribution of the study is given below:

**Table: 1, showing sample for the population undertaken**

Gender	No. of questionnaires distributed	No. of questionnaires received	Response rate (%)
Male	120	110	91
Female	80	70	87
Total	200	180	90

With regards to the analysis of table 1 showing the respondents population, males has the highest number of population in the undergraduate level with 110 which represent 91% while females are 70 represent 87%

**Figure: 1, showing the distribution of respondents according to the departments**



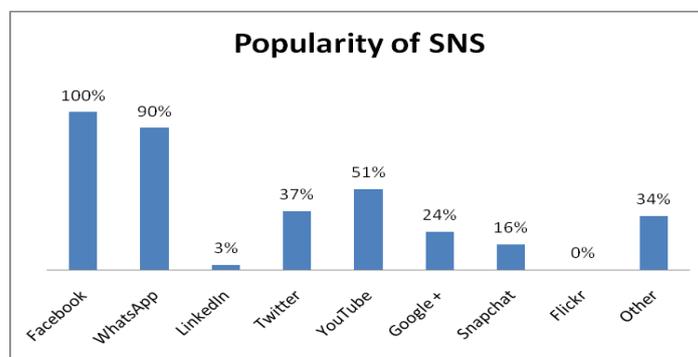
Analysis of table 2 shows the distribution of respondents according to their departments. Department of pathology and department of fundamental principles has the highest number of respondents with 31 each, which represent the 91% followed by department of paediatrics and physiology with respondents each represent 90%. Lastly, department of internal medicine and latro-chemistry has 29 respondents each represent 87%

**Table: 2, shows students' awareness of social networking sites**

Awareness of social networking sites	Males	Females	Percentage
Yes	110	70	100%
No	0	0	0%

The results indicates that both males and females students are aware of social networking sites 100% aware of SNS. In view of the above finding, the use of SNS is almost a norm among students.

**Figure: 2, shows the types of social networking sites students aware of**



The result of table 4 indicates that all respondents are aware of Facebook with 180 which represent 100% followed by WhatsApp with 162 respondents represent 90%. YouTube has 92 respondents represent 51% while other has 62 respondents with 34%.

**Table: 3, network connectivity available in the library**

Network connectivity available	Males	Females	Percentage
Yes	9	5	7%
No	26	15	22%
Not sure	75	50	69%

The above table indicates that most of the respondents are not sure about the availability of network connectivity in the library with the total number of 125 respondents which represent 69% while 41 respondents says there is no network connectivity in the library represent 22%. Only 14 respondents agreed that there is network in the library is 7%.

**Figure: 3, shows the device used for accessing social networking sites**

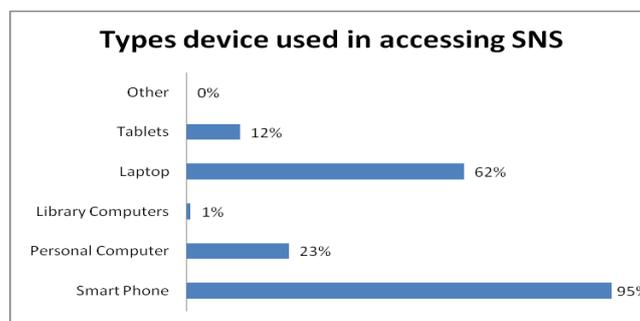
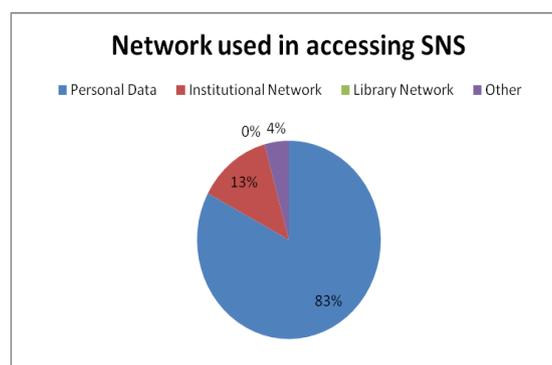


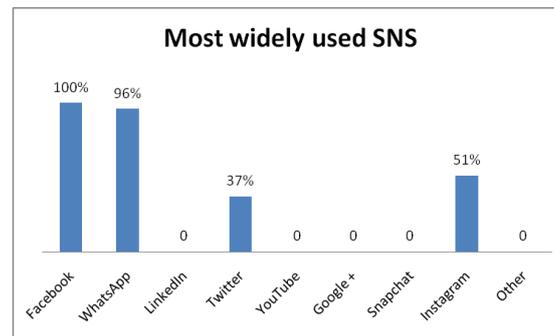
Table 6 shows that majority of the students used their personal smart phone to access social networking sites with 172 respondents, represent 95%. Laptop was second with 113 respondents represent 62% while personal computers was third with 42 respondents represent 23% followed by tablets and library computers with only 1%

**Figure: 4, the network connectivity used by student to access social networking sites**



The above table indicates that 108 males' respondents and 66 female's respondent which has the total of 174 are using their personal data to access social networking sites represent 96%. Moreover, institutional network has 28 numbers of respondents represent 15% followed by other, library network has zero respond.

**Tables: 5, the most popular social networking sites**



The result of table 8 indicates that Facebook is the most popular social networking sites used by the UG students with 110 respondents from male and 70 female respondents which represent 100%. WhatsApp was second with 109 male's respondents and 65 female respondent, represent 96%, Instagram has 51% while twitter has 37%.

**Table: 4, frequency of visiting social networking sites**

Frequency of visiting social networking sites	Males	Females	Percentage
Daily	105	66	95%
Weekly	5	3	4%
Monthly	0	0	0
Very rarely	0	0	0

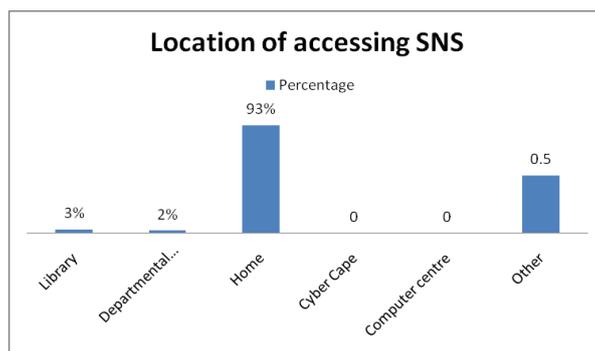
The result from the above table indicates that students are visiting social networking sites on daily basis with number of 100 respondents which represent 95%. Only 4 respondents are visiting social networking sites on weekly basis. This indicates how important SNS is to student.

**Table: 5, indicates purposes for using social networking sites**

Purposes for using SNS	Males	Females	Percentage
Education/Studies	100	61	89%
Leisure	30	12	23%
Business	7	2	5%
Interact with friends, family and professionals	105	68	96%
Sharing experience	0	0	0%
Keep up-to-date	8	4	6%
Other	0	0	0

The above table indicates that 105 males respondents and 68 female respondents used SNS to interact with family and friends with 96% while education/studies was second with 161 number of respondents from both males and females with 89%.

Table: 6, shows the place student's access social networking sites



The result of the current study shows that most of the students access social networking sites at home.

**Table: 6, shows effectiveness of social networking sites to studies**

Effectiveness of SNS to studies	Males	Females	Percentage
Highly effective	21	17	21%
Very effective	89	53	78%
Ineffective	0	0	0
Other	0	0	0

The analysis of the above table shows the effectiveness of social networking sites to studies, very effective has the highest percentage with 142 number of respondents represent 78% followed by highly effective with 21%.

**Table: 7, shows the relevant of information found on social networking sites to studies**

Relevant of social networking sites to studies	Males	Females	Percentage
Highly relevant	18	7	13%
Relevant	90	60	83%
Irrelevant	2	3	2%
Other	0	0	0

The analysis of table 12 shows how relevant social networking sites to students with 150 respondents represent 83% while highly relevant has 13%

**Table: 8, shows social networking sites used for class members to share information**

social networking sites used to share information	Males	Females	Percentage
Yes	110	70	100%
No	0	0	0%

The result of the above table shows that the class members used social networking sites to share information. The UG students used WhatsApp group account to communicate and share relevant information to each other.

## **IX. CONCLUSION AND RECOMMENDATION**

The present has high response rate both gender wise as well as department wise due to mainly extra efforts of follow up schedules by the researcher. Almost everybody was aware of the SNS at all level and highly popular among the students, but the students mainly device used their personal device such as phones and laptops using mainly personal data subscriptions. Most of the students are unaware of present of network in the institution library due to their non interest in visits to the library. Moreover, it was observed that Facebook, WhatsApp and Instagram are the most widely used on daily basis, none of these SNS is consider as resourceful academically. Therefore, most of the student uses these platforms to share messages, pictures and videos. Finally, despite the use of SNS on studies related issues but the student spend most of their time chatting with friend and family. Based on the above findings, the present study conclude that most of the students squander most of their time busy chatting with friends and family, hardly spend sufficient time on studies and other academic activities. Consequently, the excessive use of SNS result to more staying at home rather than going to extracurricular activities which are very important for their health as well as mental state.

In order to minimize the negative effects of the SNS among students, the following recommendations were made:

1. Firstly, there is need for balanced timing schedules regarding the use of SNS and other activities by the students through minimize it excessive usage.
2. Secondly, there is need for courses within the university curricular that should emphasis on the impact on both negative and positive effects of SNS.
3. Finally, there is need for publicity of negative effects of SNS on all forms of advertisement, e.g. radio and television station, newspapers, billboards and signboards among others.

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