



USE OF FACEBOOK BY THE PG STUDENTS: A CASE STUDY OF KURUKSHETRA UNIVERSITY, KURUKSHETRA

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ABSTRACT:

The present study focuses on the use of face book by the students of Kurukshetra University Kurukshetra. The questionnaire methods were conducted as a tool of collection the data. All the regular students who belonged to social science departments were locate of the study. All the questionnaires (25 per department) distributed, 88 duly filled in questionnaires were received with a response rate of 88%. The results revealed that the most of the student's use the facebook. Majority of 51.13 % respondents used facebook for entertainment. But most of 56.81 % respondents are using facebook for meet new friends.



KEYWORDS: Facebook, Kurukshetra University Kurukshetra, PG students, Social Networking Site.

INTRODUCTION

The present society is mainly technological which has brought revolutionary change in all aspects of human life. Since human being is social animals he always lived in communities and believed so much in interpersonal relationship (Aharony, 2013). Launch in February 2004 as a local networking application at Harvard University. In September 2006 registration was opened for everyone with a valid e-mail address (Facebook.com). Facebook has become an important tool of expressiveness and self-presentation. We are living in digital world, using Phone, android phone, computer set care connected through social media like Facebook. Facebook use among students is almost universal social networking site. User can create their profile and request their contacts to be their friends. Students use facebook for their own mutually defined purpose and a change in students mind. Set user profile usually include a picture of user together with some important personal detail, such as education, hometown, sex, date of birth, interest area, activities, relationship. In a facebook one send a friend request and other users accept it.

REVIEW OF THE LITERATURE

Kenchakkanavar and others (2016) conducted a study on Use of Facebook by Research Scholars of Karnatak University, Dharwad and found that (98.62%) research scholars were aware of facebook and (45.33%) spend a hour on facebook followed by (18.22%) research scholars who spend less than an hour. The study revealed that majority (80.84%) of research scholars find conference/seminars related photos, files, audio followed by (73.36%) research scholars found useful information related to their research work. The study indicated the majority of (72.89%) respondents tell that access denied by the University is the major hindrance while using facebook. Most of research

scholars (62.14%) respondents attribute that poor internet connectivity is a challenging giving task. **Raghu Nadh (2016)** conducted a study on Use of Social Networking Tool by the Students of MNR Medical College, Sagareddy, Telangana State and has found out Social media is necessary for every person in today's world of technology. People use it not only for information and interaction but also for entertainment. Majority of (83.21%) used for their academic purpose and (11.79%) students were aware of facebook followed by (11.33%) YouTube, WhatsApp, (9.97%) Twitter. **Gang WAN (2014)** conducted a study on How Academic Libraries Reach Users on Facebook and found that the number of libraries that had established facebook page when the data was collected and the majority libraries 90.4% studied have at least one facebook page. The number of fans might affected by various factors such as a pages launch time, frequency of posting, topics and their pages very often. 42% of them created between 1 and 5 posting and 19.5% did not post anything in the month studied. **Hamade (2012)** conducted a study on Perception and use of social networking sites among university students and find out that Twitter as the most popular site among students with 89% Facebook was second with 62%. The majority of respondents (70%) allow everybody to view their accounts while only 89 respondents (30%) adjusted their privacy settings to allow only friends to access their information. Only (34%) posted their real photo on their page in the social networking site. The study revealed that majority of respondents (71%) said that social networks helped them maintain better relations with family, relatives, and friends. **Alfred C Weaver and Bengmin B. Morrison (2008)** said that in the context of today's electronic media, social networking has become a medium for individuals using the internet and web application to communicate in previously impossible ways.

OBJECTIVES OF STUDY

The aim of the students is to find out the use of facebook by the students of K.U.K. The study has following specific objectives.

1. To find out the awareness and use of Facebook.
2. To identify the purpose of using Facebook by the students.
3. To find out how much time spend on Facebook.
4. To find out the upload/download picture and video on Facebook.
5. To identify the problems faced by the students.
6. To identify the satisfaction of the students.

METHODOLOGY

A questionnaire was used to collect the data from the respondents. The questionnaire was distributed among students of various departments of Kurukshetra University. A questionnaire was distributed to a total of four social science departments. A total of 100 students were considered for the present study. The questionnaires were distributed to all 100 students, out of which 88 duly filled in questionnaires were received back with a response rate of 88%. The data then collected were gathered. The collected data was entered in excel sheet and analyzed by using simple statistical technique.

DATA ANALYSIS AND INTERPRETATION:

Table 1: Department wise Distribution of Respondents

Department	Male	Female	Total
Political Science	15 (71.43)	6 (28.57)	21
English	7 (31.82)	15 (68.18)	22
Management	22 (100)	0	22
Mathematics	9 (39.13)	14 (60.87)	23

Source: Table compiled from the data collected from the questionnaire.

The department wise distribution of respondents is presented in table 1. Out of 88 respondents, majority of the respondents i.e. 22 (100%) male are from Management department, followed by, 15 (71.43%) respondents are from Political Science, 9 (39.13%) respondents are from Mathematics and 7 (31.82%) respondents answered from English department. Out of 88 respondents, Majority of the respondents 15 (68.18%) female are from English department followed by 14 (60.87%) respondents are from Mathematics department.

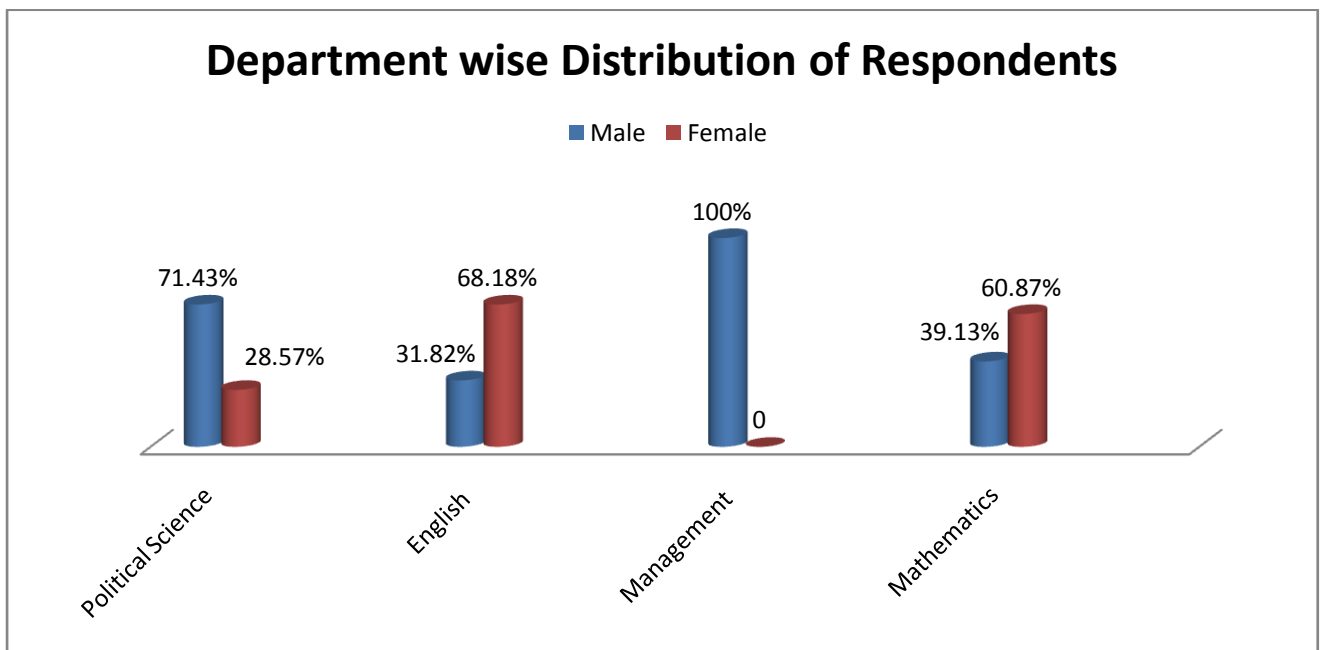


Table 2: Frequency of using Facebook

Frequency	Political Science	English	Management	Mathematics
Several time in a day	14 (66.67)	13 (59.09)	15 (68.18)	13 (56.52)
Once in a day	3 (14.29)	6 (27.27)	4 (18.18)	5 (21.74)
Two/three days a week	2 (9.52)	2 (9.09)	2 (9.09)	2 (8.70)
Weekly	2 (9.52)	1 (4.55)	0 (0.00)	2 (8.70)
Occasionally	1 (4.76)	1 (4.55)	1 (4.55)	1 (4.35)

Source: Table compiled from the data collected from the questionnaire.

This section solicited data on how often students used Facebook. Data displayed in table-2 show that 15 (68.18%) respondents are from Management departments they accessed the facebook several time in a day followed by 14 (66.67%) respondents of Political Science department. The Table indicates that 27.27% respondents of English department and 21.74% respondents of Mathematics department used the facebook once in a day followed by 18.18% respondents of Management department and 14.29% respondents of Political Science department. It also indicated that 9.56% respondents of Political Science department and 8.70% respondents of Mathematics department accessed the facebook on weekly basis.

Table 3: Place of Using Facebook

Place	Political Science	English	Management	Mathematics
Library	12 (57.14)	13 (59.09)	3 (13.64)	9 (39.13)
Cybercafé	0 (0.00)	1 (4.55)	0 (0.00)	2 (8.70)
Home	13 (61.90)	7 (31.82)	6 (27.27)	4 (17.39)
Computer Lab	3 (14.29)	5 (22.73)	4 (18.18)	5 (21.74)
Others	2 (9.52)	2 (9.09)	3 (13.64)	4 (17.39)

Source: Table compiled from the data collected from the questionnaire.

Table 3 presents the place in which users use Facebook. 13 (59.09%) respondents are from English department use facebook at library followed by 12 (57.14%) respondents are from Political Science department. About 13 (61.90%) respondents are from Political Science department use 'At Home, followed by, 7 (31.82%) respondents are from English department, 4 (17.39%) at 'Home' from Mathematics department and remaining 11 (12.5%) respondents used facebook in other locations/places.

Table 4: Time spent on Facebook

Time	Political Science	English	Management	Mathematics
30 minutes	13 (61.90)	11 (50)	14 (63.63)	9 (39.13)
One Hour	5 (23.80)	7 (31.81)	3 (13.63)	8 (34.78)
Two Hours	2 (9.52)	2 (9.09)	3 (13.63)	4 (17.39)
More than Two hours	1 (4.76)	2 (9.09)	2 (9.09)	2 (8.69)
Total	21 (100)	22 (100)	22 (100)	23 (100)

Source: Table compiled from the data collected from the questionnaire.

Table 4 reveals that the time spent by the respondents for using the Facebook . We can observe from the table that, majority i.e. 14 (63.63%) respondents are from Management department who spend less than 1 hour, followed by 13 (61.90%) respondents are from Political Science department. nearly 8 (34.78%) respondents are from Mathematics use 1 hours' followed by 7 (31.63%) respondents are from English department, 2 (9.09%) respondents are from English department spent more than two hours followed by 2 (8.69%) respondents are from mathematics.

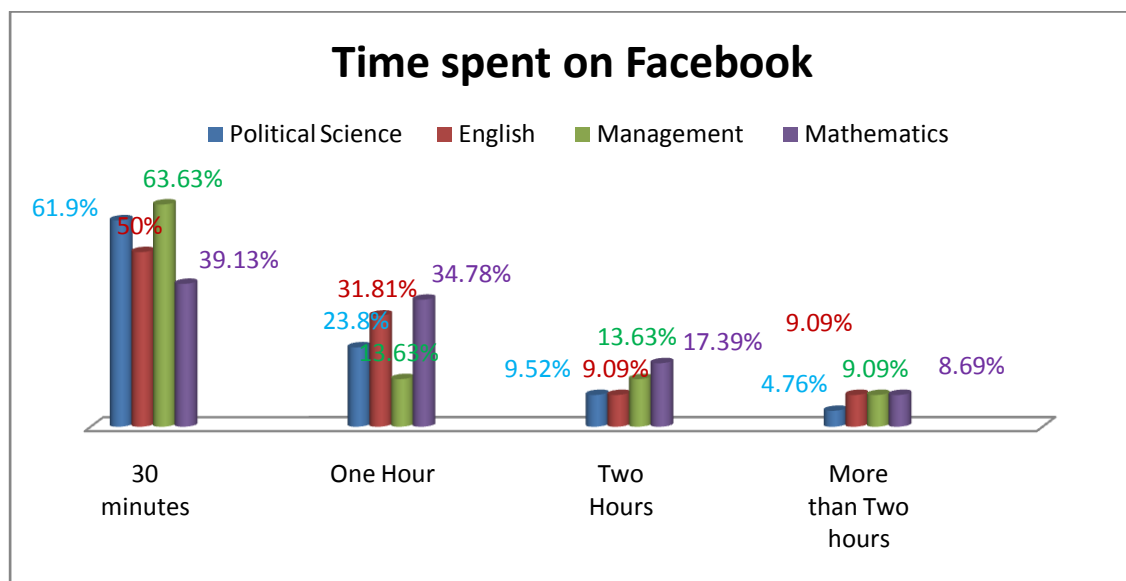


Table 5: Purpose of using Facebook

Purpose	Political Science	English	Management	Mathematics
Academic	3 (14.29)	9 (40.91)	3 (13.64)	5 (21.74)
Meet new People	13 (61.90)	11 (50)	15 (68.18)	11 (47.83)
Entertainment	9 (42.85)	10 (45.45)	13 (59.09)	13 (56.52)
Sharing Experience	5 (23.81)	4 (18.18)	3 (13.64)	8 (34.78)
Others	7 (33.33)	6 (27.27)	9 (40.91)	9 (39.13)

Source: Table compiled from the data collected from the questionnaire.

The purpose of using Facebook has been discussed in table 5 and it reveals that, majority 15 (68.18%) of respondents are from Management department who use facebook to meet new people followed by 13 (61.90%) of respondents are from Political Science department, about 11 (47.83%) users from Mathematics department use it for 'meet new people'. Nearly 13 (59.09%) respondents are from Management department who use Facebook for 'entertainment purpose followed by 13 (56.52%) respondents are from Mathematics department. Similarly, 8 (34.78%) respondents are from Mathematics department use Facebook 'to sharing experience', followed by 5 (23.81%) respondents are from Political Science. Further, 9 (39.13%) respondents are from Mathematics department replied they use for 'others purpose' similarly 9 (40.91%) respondents of Management department use facebook for others purpose.

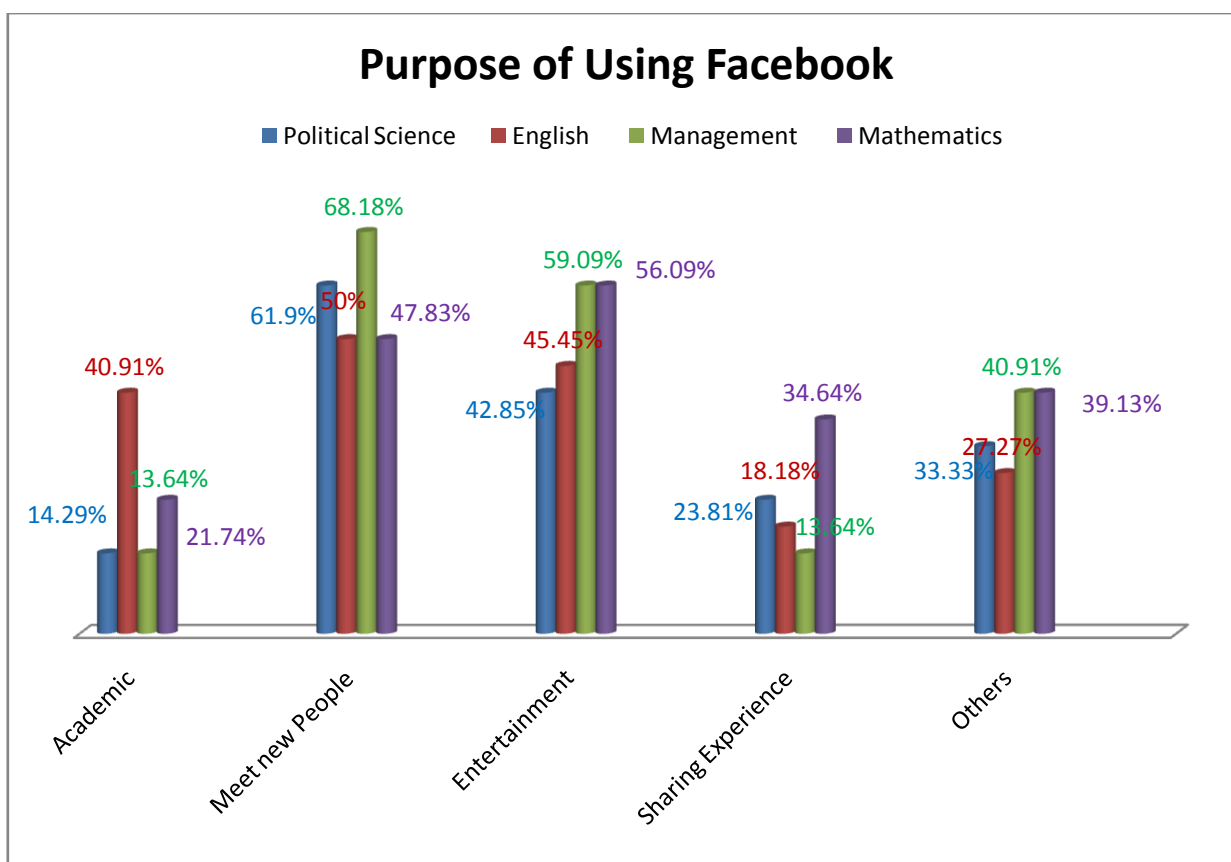


Table 6: Problems Faced by the Users while Using Facebook

Problems	Political Science	English	Management	Mathematics
Lack of time	3 (14.29)	13 (59.09)	4 (18.18)	16 (69.57)
Lack of privacy/security	7 (33.33)	6 (27.27)	7 (31.82)	9 (39.13)
It is waste of time	12 (57.14)	3 (13.82)	6 (27.27)	3 (13.04)
Slow internet connection	13 (61.90)	11 (50)	16 (72.73)	14 (60.87)
Not user friendly	3 (14.29)	1 (4.55)	4 (18.18)	2 (8.70)
Lack of IT skill	9 (42.86)	4 (18.18)	9 (40.91)	7 (30.43)
Lack of awareness	7 (33.33)	2 (9.09)	5 (22.73)	4 (17.39)
Lack of Money	8 (38.10)	6 (27.27)	3 (13.64)	7 (30.43)
Unavailability of training	5 (23.81)	2 (9.09)	3 (13.64)	1 (4.35)
Others	2 (9.52)	2 (9.09)	2 (9.09)	1 (4.35)

Source: Table compiled from the data collected from the questionnaire.

There may be many problems in using Facebook in the department students. It is clear from the table that, majority i.e. 16 (69.57%) users of Mathematics department and 13 (59.09%) respondents of English department stated 'Lack of time' in the department is the major problem to use facebook. About 16 (72.73%) respondents of Management department and 13 (61.90%) respondents of Political Science department opine that 'slow internet connection' followed by, 9 (39.13%) respondents of Mathematics department and 7 (33.33%) respondents of Political Science department reply 'Lack of security and privacy problems'. 9 (42.86%) respondents of political Science department opine 'Lack of IT skills in using facebook, 12 (57.14%) respondents of political Science department and 6 (27.27%) respondents of Management department mentioned 'it is waste of time use facebook' is another.

Table 8: Type of information update/add on Facebook

Type	Political Science	English	Management	Mathematics
Contact number	11 (52.38)	5 (22.73)	15 (68.18)	6 (26.09)
Address	3 (14.29)	6 (27.27)	12 (54.55)	13 (56.52)
Relationship status	1 (4.76)	3 (13.64)	4 (18.18)	6 (26.09)
Work & Education	7 (33.33)	8 (36.36)	8 (36.36)	9 (39.13)
Basic information	12 (57.14)	9 (40.91)	4 (18.18)	8 (34.78)
Personal Photo	17 (80.95)	15 (68.18)	19 (86.36)	17 (73.91)

Real Name	18 (85.71)	11 (50.00)	16 (72.73)	13 (56.52)
Sexual Orientation	2 (9.52)	3 (13.64)	5 (22.73)	4 (17.39)
E-mail Address	7 (33.33)	9 (40.91)	3 (13.64)	10 (43.48)
Others	5 (23.81)	6 (27.27)	6 (27.27)	5 (21.74)

Source: Table compiled from the data collected from the questionnaire.

Table 8 reveals that the information update by the respondents for using the Facebook . We can observe from the table that, majority i.e. 15 (8.13%) respondents are from Management department update the contact number, followed by 11 (52.38%) respondents are from Political Science department. nearly 13 (56.52%) respondents are from Mathematics update/add the adress followed by 12 (54.55%) respondents are from Management department, 9 (40.91%) respondents are from English department update the basic information followed by 8 (34.78%) respondents are from mathematics. The table also indicate 19 (86.36%) respondents of Management department and 17 (73.91%) respondents of Mathematics deparment followed by 15 (68.18%) respondents of English department update/upload the personal photo. It also indicate 10 (43.48%) respondents of Mathematics department and 9 (40.91%) respondents of English department update/add the E-mail address.

MAJOR FINDING

On the basis of survey, conducted in respective department, the Kurukshetra University following are the Major finding of the study.

71.43% respondents of Political Science department are male and 28.57 are female.

68.18% respondents of English department are female and 31.82% are male followed by 60.87% respondents of Mathematics department are female and 39.13 are male.

40.91% respondents of English department and 21.74% respondents of Management department followed by 14.29% respondents of Political Science department used the facebook for academic purpose.

Majority of respondents 59.09% of Management department and 56.52% respondents of Mathematics department followed by 45.45% respondents of English department used the Facebook for entertainment.

34.78% respondents of Mathematics department and 23.81% respondents of Political Science department used the facebook for sharing experience.

72.73% respondents of Management department and 61.90% respondents of political Science faced problem of slow internet connection and comparatively lesser number of 69.57% respondents of Mathematics department facilities problem and 59.09% respondents of English department faced problem lack of time.

Lack of money, awareness and privacy are the problems of Facebook users.

57.14% respondents of Political Science department and 27.27% respondents of Management department faced problem of it is waste of time followed by 13.82% English department.

68.18% respondents of management department and 66.67% respondents of Political Science department used the facebook several time in day..

27.27% respondents of English department and 21.74% respondents of Mathematics department used the facebook once in a day.

SUGGESTION AND RECOMMENDATION

The following are few suggestions and recommendations for the use of facebook in Kurukshetra University

1. Department should install more computer terminal and increase networks accessibility.
2. Past Wi-Fi facility should also be provided.
3. The time of Internet service should be increased.

CONCLUSION

The present study is carried out to examine the use of facebook by the postgraduate students in four departments in the Kurukshetra University. This study highlights the importance of personal information exchange in information communication technology use and its acceptance. The overall respondents of the all department students maintain a facebook identity. Students uses it not only for entertainment and interaction information, but also for relation. The uses of facebook are helps their educational purposes have received much attention. As higher education uses such technology in the classroom, they change the format of the educational landscape. It is concluded that the facebook usage provides an easy platform for the student to connect with other students and friends. Facebook helps us to meet new people and exchange opinions among them.

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