SOCIAL NETWORKING SITES AND THEIR ROLE IN SCHOLARLY COMMUNICATION: A STUDY OF AMRAPALI INSTITUTE, HALDWANI

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Abstract

Research Problem: The present study revealed about the use of social networking sites by the faculty members of Central Himalayan region. Amrapali Institute, Haldwani of Uttrakhand technical university of has been taken for the study, which is situated at this region

Methodology Applied: A closed questionnaire method was applied for the study. 55 questionnaires were distributed amongst faculty members of this institute and only 50 respondents replied. Out of 50 respondents only 45 respondents used SNSs.

Results/conclusions: It is observed that majority of the faculty members of Amrapali Institute used SNS. From all disciplines are aware of the SNSs and have accounts on them. 80% faculties accessed Facebook through mobiles and laptops at their home. 75.6% faculty members used Whatsapp through their mobile phones. 84.4% faculty members shared information through it and 40% used it for communication of research output. 55.6% faculty members of this institute believed that SNS is relevant, active and interesting community, 31.1% used it for gaining valuable ideas. However, 75.6% believed that SNS exposed to latest technology and 56.14%are satisfied with SNS

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Recommendations: Library of **Amrapali Institute** should use these social networking sites in promoting their services amongst faculty members.

Keywords: Social networking Site, Facebook, WhatsApp, Himalaya, University.

1. Introduction

Social Network is social structure made up of individuals (or organizations) called "nodes", which are tied (connected) by one or more specific types of interdependency, such as friendship, kinship, common interest, financial exchange, likes/dislikes, or relationships of beliefs, knowledge or prestige. **(Abhyankar, 2011)**

According to **Boyd and Ellison (2007)** "Social networking sites, or SNS are web-based services that allow individuals to (1) construct a public or semi-public profile within a bounded system, (2) articulate a list of other users with whom they share a connections, and (3) view and traverse their list of connections and those made by others within the system". SNS began with SixDegrees.com, launched in 1997, and "allowed users to create profiles, list their Friends and, beginning in 1998, surf the Friends lists"

The study revealed about Central Himalayan region of India. It constitutes the states of Himachal Pradesh and Uttarakhand. It came into being in 2000, when the mountain areas of Uttar Pradesh were administratively separated recognizing the fact that socially, ecologically and economically the region's management and development needs differed. Elevations in the state extend from approximately 300 to 7000 meters above sea level, and it has a geographical area of 53,485 sq. km. The state is interspersed with rivers, deep valleys, high peaks, gorges, uplands, glaciers and snows. It is also divided into 46 tehsils, 73 towns, 95 blocks and over 15 thousand villages. As per the 2001 census, the total population of the state stands at over 8.5 million, of which approximately 75% rural. **Chauhan (2010)**

Amrapali Group of Institutes was established in 1999 under the aegis of Modern Academy Society. The institute constitute following group:

➢ Institute of technology & Science (AITS).

➢ Institute of Management & Computer Application (AIMCA).

> Institute of Hospitality Management (AIHM).

> Institute of Applied science (AIAS).

All these Institutes of the group lay emphasis on Teaching, Learning, Research, Consultancy and Management Development, Which are the defining features of all good professional educational institutions. The Institutes ensure quality education at under-graduate and post graduate levels, which is achieved through hard work, dedication, commitment, character building, practical exposure, innovative methodologies, specialized training and expert interaction.

The various courses offered by the group are affiliated to Uttarakhand Technical University, Kumaun University, Uttarakhand Open University and Uttarakhand Board of Technical Education and are approved by All India Council for Technical Education and National council for Teacher Education.

There are many herbs, shrubs and trees as well as rocks and minerals constituting eco-systems that can be studied.The University Grants Commission (UGC) granted full recognition to the University on June 30, 1984. Ever since its inception, Uttarakhand Technical University of Amrapali Group of Institutes has always held a place of pride among the state universities. **(About us, 2015, para. 5)**

2. Review of Literature

Mahajan, Singh & Kumar (2013) in their study they revealed that majority of the respondents were found to be aware and making use of social networking sites applications in their research work. **Zanamwe, Rupere & Kufandirimbwa (2013)** in their studysuggested that the majority of learners were mainly using Facebook and MySpace and social networking technologies for academic purposes and more specifically to conduct group work. **Chakraborty (2012)** explored that most of the researchers from social science background used SNSs for education and research point of view and scholars from pure science think that Social Networking sites has no role on research and education. **Parveen (2011)** in her study revealed that majority of the respondents were using Facebook followed by Twitter, Linkdeln, Orkut and Yahoo. Her study reveals that 52% of respondents were agreeing that Facebook works as a platform to avoid barriers of location and nationality.

In their study **Singh & Gill (2011)** revealedthat majority of the respondents were found to be aware and making use of such applications in their research affairs. **Bicen & Cavus (2010)** in their studytheyrevealed that use and sharing of knowledge on internet was made integral part of our daily life. **Mahajan (2009)** in her studyexplored the usage, impact and problems related to social networking sites and their impact on the social and cultural values of India. **Trubitt & Overholtzer (2009)** indicates that social networks of the electronic variety have become thoroughly embedded in contemporary culture. People have woven these networks into their daily routines, using Facebook, Twitter, LinkedIn, online gaming environments, and other tools to build and maintain complex webs of professional and personal relationships.

3. Scope and Limitation of the study

The present study is confined only with the use of social networking sites for information communication by faculty members in State Universities/institute of Central Himalayan region of Uttarakhand who are performing their teaching and research work in different disciplines. For this Amrapali Group of Institutes, Haldwani has been chosen for said research work.

4. Statement of the Problem

The Social Networking Site plays a predominant role in exchanging information from one to others. Even if it works on internet platform it is most dependable and secret site which does not allow others to encroach upon the literatures of others unless the user is register. The faculty members of the Institute under study make the best use of social networking site to share their information and communication. It creates online scholarly communities, research and teaching in real time, 24/7 collaborative networks, locating scholarly papers of interest online, tracking references with social media tools, Tweeting in and out of the classroom.

5. Objectives of the Study

The following objectives of the study are:

* To find out the use of social networking sites by the faculty members.
* To explore the purpose of using social networking sites.

- To find out the frequency and duration of using social networking sites.

- To find out the information reliability of SNS.

- To know the problems being faced by the faculty members while using social networking sites.

- To find out the impact of SNS on faculty members life in state universities of Uttarakhand.

6. Hypotheses

On the basis of the literature review and objectives of the proposed study following hypothesis were formulated:

H1: Social Networking Sites are mostly used by faculty members of state universities in Uttarakhand

H2: Facebook is the most used Social Networking Sites for information communication by faculty members.

H3*: Social Networking Sites used by faculty members mainly with the purpose to getting updated information and connecting with other professional members.

H4: Social networking sites are helpful for educational advancement but some of the information available on Social Networking Sites is not reliable.

7. Research Methodology

Questionnaire method was applied for the survey of primary data. For that a questionnaire was prepared on the basis of the objective of the proposed study. Fifty five (55) questionnaires were distributed and 90% (50) were received back. Out of fifty (50) questionnaires five (05) faculty members are not using Social Networking Sites (SNSs). This revealed that 90% faculty members of this institute are using SNSs. Therefore data is analyzed only of 45 questionnaires. In addition, the faculty members of this institute have been opted more than one option and the percentage has been taken from total number of faculty members.

8. Data Analysis and Interpretation

8.1 Gender Wise Distribution

Table1 shows that 64.4 % male and 35.6% female faculty members of Amrapali Group of Institutes were give responses of the questionnaire.

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Table 1: Gender wise distribution of respondents

Sex	Respondents	
	Number	**Percentage**
Male	29	64.4
Female	16	35.6
Total	45	100.0

8.2 Commonly Use Social Networking Sites (SNS)

Table 2 shows that faculty members of Amrapali Group of Institutes, Haldwani 35 (77.7%) are using Facebook, 34 (75.6%) WhatsApp, 30 (66.7%) You Tube, 19 (42.2%) Google Plus, and 10 (22.2%) are using Twitter.

Table 2: Commonly Use SNS

Name of SNS	Respondents	
	Number	**Percentage**
Facebook	35	77.7
YouTube	30	66.7
Twitter	10	22.2
Myspace	00	00.0
Google Plus	19	42.2
WhatsApp	34	75.6
Any others	09	20.0

8.3 Tool for Accessing SNS

Table 3 shows that faculty members of Amrapali Group of Institutes, Haldwani 36 (80%) are using social networking sites from Mobile Phones as well as from Laptop. 26 (57.8%) are using from Desktop. However, they are using SNS less from I-Pad 02 (4.4%) and Tablet 09 (20%).

Table 3: Tools for Accessing SNS by respondents

Tool	Desktop	Laptop	I-Pad	Mobile	Tablet
Number of Respondents	26	36	02	36	09
Percentage	57.8	80.0	4.4	80.0	20.0

8.4 Place of Using SNS

Table 4 shows that faculty members of Amrapali Group of Institutes, Haldwani. 37 (82.2%) are using social networking sites at Home, 22 (48.9%) are using it from Departments, 04 (8.9%) are using from Computer Centre and 01 (2.2%) are using it from cyber cafe.

Table 4: Place of using SNS by respondents

Place	Department	Cyber Café	Computer Centre	Home	Any others
Numbers of Respondents	22	01	04	37	00
Percentage	48.9	2.2	8.9	82.2	00.0

8.5 Awareness about SNS

Table 5 shows that faculty members Amrapali Group of Institutes, Haldwani 33 (73.3%) are aware about social networking sites from Internet, 30 (66.67%) knows it from Friends, and 18 (40%) are aware about social networking sites from Newspaper/Magazine and as well as from colleagues.

Table 5: Awareness about SNS by respondents

Place	Internet	Friends	Colleagues	Newspaper/Magazines	Any others
Numbers of Respondents	33	30	18	18	00
Percentage	73.3	66.7	40.0	40.0	00.0

8.6 Purpose of Using SNS

Table 6 shows that purpose of respondents of using SNS 38 (84.4%) are sharing information or knowledge, 26 (57.8%) are using for creating awareness on new product, 21 (46.7%) are using for entertainment, 18 (40%) are using for communication of research output, , 11(40.74) are using for making friends and 11 (24.4%) are using for published research work faster.

Table 6: Purpose of using SNS by respondents

Purpose of SNS	Number of Respondents	Percentage
Sharing information or Knowledge	38	84.4
Communication of Research output	18	40.0
Creating awareness on new product	26	57.8
Making Friends	21	46.7
For Entertainment	24	53.3
Published research work faster	11	24.4

8.7 Reason for Using SNS

Table 7 shows that respondents' reason of using SNS 12 (44.44%) thoughts that it is relevant, active and interesting community, 26 (57.8%) are using it forstaying up to date with community news as well as linking up with professionals and 14 (31.1%) used it for gaining valuable ideas.

Table 7: Reason for using SNS by respondents

Reason of SNS	Number of Respondents	Percentage
It is relevant, active and interesting community.	25	55.6
Stay up to date with community news	26	57.8
Linking up with professionals	26	57.8
To gain valuable ideas	14	31.1

8.8 Frequency of Login to SNS

Table 8 shows that respondents' frequency of Login to open SNS. 28 (62.2%) used it several times a day, 10 (22.2%) use it once a day, 03 (6.7%) used it occasionally and 04 (8.9%) used it once in a few days.

Table 8: Frequency of Login to SNS

Frequency of Login	Number of Respondents	Percentage
Several times a day	28	62.2
Occasionally	03	6.7
Once a day	10	22.2
Once in a week	00	00.0
Once in a few days	04	8.9

8.9 Period of Using SNS

Table 9 shows that respondents' periodicity of using SNS. 25 (55.6%) are using it from more than 4 years, 12 (26.7%) are using it between 2-4 years, 06 (13.3%) are using it from1-2 years and 02 (4.4%) are using it from less than 1 year.

Table 9: Periodicity of SNS

Periodicity of using SNS	Number of Respondents	Percentage
Less than 1 year	02	4.4
2-4 years	12	26.7
1-2 years	06	13.3
More than 4 years	25	55.6

8.10 Reliability of SNS

Table 10 shows the status of reliability of SNS. 29 (64.4%) respondents believed that SNS is reliable, 15 (33.3%) respondents are not sure about its reliability and 01 (2.2%) thought that SNS is not reliable.

Table 10: Reliability of SNS

Reliability of using SNS	Number of Respondents	Percentage
Yes	29	64.4
No	01	2.2
Not Sure	15	33.3

8.11 Advantages of Using SNS

Table 11 shows the advantages of SNS. 34 (75.6%) respondents are using it for staying up-to-date with community news, 24 (53.3%) respondents are using it for networking, 23 (51.1%) are using it for entertainment, 19 (42.2%) respondents are using SNS for communication of research output and 13 (28.9%) respondents are using SNS for Sharing video.

Table 11: Advantages of SNS

Advantages of using SNS	Number of Respondents	Percentage
Stay up to date with community news	34	75.6
Communication of Research output	19	42.2
Sharing video	13	28.9
Entertainment	23	51.1
Networking	24	53.3

8.12 Disadvantages of Using SNS

Table 12 shows the disadvantages of SNS. 25 (55.6%) respondents believed that SNS is possibility of fraud, 19 (42.2%) respondents believed that SNS have lack of privacy, 12 (26.7%) respondents believed that it is waste of time, 09 (20%) respondents believed that it is very distracting and 08 (17.8%) respondents believed that it's enhance mental stress.

Table 12: Disadvantages of SNS

Disadvantages of using SNS	Number of Respondents	Percentage
Waste of Time	12	26.7
Very Distracting	09	20.0
Mental Stress	08	17.8
Lack of Privacy	19	42.2
Possibility of Fraud	25	55.6

8.13 Impact of SNS

Table 13 shows the impact of SNSs on faculty members of Amrapali Group of Institutes. 19 (42.2%) respondents believed that it have vast impact, 16 (35.6%) respondents believed that SNSs have a little impact on their lives, 04 (8.9%) believed that SNSs have no impact.

Table 13: Impact of SNS

Impact of using SNS	Number of Respondents	Percentage
Vast	19	42.2
A little	16	35.6
No impact	04	8.9
No response	01	2.2

8.14 Helpfulness of SNS

Table 14 shows the helpfulness of SNSs on respondents. 32 (71.1%) respondents believed that SNS exposed to latest technology, 15 (33.3%) believed that SNSs have gained more visibility in their research areas, 13 (28.9%) believed that it helped greatly in disseminating information among groups and 08 (17.8%) respondents believed that it publish research work faster.

Table 14: Helpfulness of SNS

Helpfulness of SNS	Number of Respondents	Percentage
Exposed to latest knowledge	32	71.1
Gained more visibility in my area(s) of research	15	33.3
It has helped greatly in disseminating information among groups	13	28.9
Published research work faster	08	17.8

8.15 Satisfaction Level of SNS

Table 15 shows the satisfaction level of SNSs on respondents. 34 (75.6%) respondents satisfied with SNS, 06 (13.3%) respondents are partially satisfied with it, 05 (11.11%) respondents are highly satisfied with it.

Table 15: Satisfaction Level of SNS

Satisfaction Level of SNS	Number of Respondents	Percentage
Highly Satisfied	05	11.1
Satisfied	34	75.6
Partially satisfied	06	13.3
Not Satisfied	00	00.0

9. Findings

• It is observed that majority of the faculty members of Amrapali Group of Institutes from all disciplines are aware of the SNSs and have accounts on them.

• WhatsApp and Facebook is the most popular site. 77.7% Facbook and 75.6% Whatsaap accessed by the faculties at Amrapali Group of Institutes. 30 (66.7%) You Tube, 19 (42.2%) Google Plus, and 10 (22.2%) Twitter is also used by them.

• Mobile and Laptop is the most popular tool for accessing SNS amongst faculties of Amrapali Group of Institutes. 80% faculties accessed SNS through Mobiles and Laptops followed by 57.8% by Desktop and 20% by Tablets.

• Mostly faculties (82.2%) are using SNS from their home followed by 48.9% from Departments and very few use it from cyber cafe (2.2%) as well as from Computer Centre (8.9%).

• 73.3% faculty members of Amrapali Group of Institutes aware about SNS through internet followed by 66.67% from friends, 40 % from Newspaper/Magazines as well as colleagues.

• 84.4% faculty members of Amrapali Group of Institutes are sharing information or knowledge through SNS followed by 57.8% creating awareness about new products, 53.3% entertainment, 46.7% making friend 40% communication of research output, and 24.4% publish research work faster.

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- 57.8% faculty members of Amrapali Group of Institutes believed that SNS is used for are using it for staying up to date with community news as well as linking up with professionals, 55.6% believed that it is relevant, active and interesting community and 31.1% used it to gain valuable ideas.

- 62.2% faculties of Amrapali Group of Institutes used it several times a day, 22.2% used it once in a day, 8.9% once in a few days and 6.7% used it occasionally.

- Mostly faculty members (55.6%) of Amrapali Group of Institutes are using it more than four years and 26.7 % are using it 2-4 years, 13.3% are using it 1-2 years and very few (4.4%) are using it less than one year.

- 64.4% faculty members believed that SNS is reliable, 33.3% faculties of Amrapali Group of Institutes are not sure about its reliability and very few (2.2%) believed that SNS is not reliable.

- Mostly (75.6%) faculty members of Amrapali Group of Institutes are using it for stay up to date with community news, 53.3% are using it for networking, 51.1% are using it for entertainment, 44.44% are using it for networking, 42.2% are using it for communication of research output, and 28.9% are using it for sharing video.

- 55.6% faculty members of Amrapali Group of Institutes believed that SNS have possibility of fraud, 42.2% felt that it have lack of privacy, 26.7% felt that it is waste of time and 25.93% felt that it is very distracting and 17.8% felt that its give mental stress.

- 42.2% faculty members of Amrapali Group of Institutes believed that SNSs have a vast impact on their lives and 35.6% have little impact followed by 8.9% no impact. However 2.2% faculty member not gives any answer to this question.

- Mostly faculty members (71.1%) of Amrapali Group of Institutes believed that SNS exposed to latest technology, followed by 28.9% help greatly in disseminating information among groups, 33.3% gained more visibility in my area(s) of research and 17.8% believed that it is helpful in publish research work faster as well as gained more visibility in their research areas.

- The majority of faculty members (75.6%) of Amrapali Group of Institutes are satisfied with SNS.

The findings of the current study supports and prove hypotheses:

Hypothesis	Proved
H1: Social Networking Sites are mostly used by faculty members of state universities in Uttarakhand	90% are using SNS.
H2: Facebook is the most used Social Networking Sites for information communication by faculty members	77.7% used Facebook
H3: Social Networking Sites used by faculty members mainly with the purpose to getting updated information and connecting with other professional members.	57.8% agreed with it
H4: Social networking sites are helpful for educational advancement but some of the information available on Social Networking Sites is not reliable.	71.% agreed with educational advancement but disagree with non reliable of information

10. Conclusion

Amrapali Group of Institutes of Uttarakhand Technical University comes in the state university of Central Himalaya region. It shows that Social Networking Sites are most popular activities amongst faculty members of this Institution. They are sharing their research activities and other communication through SNSs. Therefore the librarian of Amrapali Group of Institutes shall use this platform to interact and market their product amongst faculty members, students and research scholars.

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