

A Study of Social Networking Sites and their benefits to Professionals

Miss Krupa Trivedi

Lecturer,
Shri G.H.Gosrani Comm. College
& Shri D.D. Nagda B.B.A College
Jamnagar
Email: trivedikrupau@gmail.com_

Miss Aqsa Durani

Lecturer,
Shri G.H.Gosrani Comm. College
& Shri D.D. Nagda B.B.A College
Jamnagar
Email: aqsakhatri1985@gmail.com

Abstract:

Twenty first century is the world of 'Internet'. We get connected to our buddies through internet. Social Networking Site has facilitated us to connect to a person sitting far away from us. Personal and professional information can be gained through such sites. These sites have become very common among individuals of all age. Today there are many sites that influence modern human living aspects.

The paper focus on the impact of social networking sites on professionals. The study gives emphasis on the sites that is used by mostly by professionals. The study is descriptive in nature. Survey was conducted of 100 professionals in and around Jamnagar district. The sample size was limited to 100 mainly due to the paucity of cost and time. The data was collected through a structured questionnaire and face to face interview.

Key words: Professionals, Benefits, Usage, Social Networking Sites

Introduction:

Sign Outside A Temple: There Are Some Questions That Can't Be Answered By Facebook.....!!

Today's world is Internet world. Now a days, there is no life to read printed newspapers or magazines and no time to sit with the family and watch news. The new scenario is just to stay online – probably sharing, liking, commenting, enquiring or watching an advertisement. In India, people below age 25 are nearly more than 0.6 billion and two-thirds below 35. 85% are hooked to social networking sites. The twenty-first century is the world of the Internet. Social Networking Site has facilitated us to connect to a person sitting far away from us. Personal and professional information can be gained through such sites. These sites have become very common among people of all age. Today there are many sites that influence modern human living aspects.

Questions arise about the effect of use of social networking sites. Do these technologies isolate people and terminate their relationships? Or are there benefits associated with being connected to others in this way? This research gives idea about the benefits gained by the professionals while using SNSs.

Literature Review:

Social media, derived from the social software movement, are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing (Junco, Heiberger, & Loken, 2010).

As defined by Bryer and Zavatarro (2001), "Social media are technologies that facilitate social interaction, make possible collaboration, and enable deliberation across stakeholders". These technologies now include blogs, wikis, media (audio, photo, video, text) sharing tools, networking platforms (including Facebook), and virtual worlds (Bryer & Zavatarro, 2001).

The use of social media has surged globally in recent years. As of July 2011, Facebook passed 750 million users, LinkedIn had over 100 million members, Twitter had over 177 million tweets per day, and YouTube reached three billion views per day (Chen & Bryer, 2012). Despite the popularity social media for personal use, however, a low percentage of students and faculty use them for academic practice (Lenhart, et al., 2010; Tiryakioglu & Erzurum, 2010; Chen & Bryer, 2010).

Lederer (2012) outlines several benefits to using social media in education. First, she argues that social media is an effective way to increase student engagement and build communication skills by allowing students to feel more comfortable expressing themselves in a less intimidating environment. Secondly, Lederer believes that social media can expand communication between students and instructors, while the latter can answer students' questions, post homework assignments and lesson plans, send messages and updates, schedule or announce upcoming events, and share Web sites and multimedia content. Finally, Lederger points to students use of social networking sites to find employment by establishing a professional Web presence, posting a resume, and researching potential employers.

Objectives:

1. To know the most preferred social networking site among professionals of Jamnagar.
2. To study the association between Social Networking Sites and their benefits available

Hypothesis:

H0: There is no significant association between Social Networking Sites and their benefits available.

H1: There is significant association between Social Networking Sites and their benefits available

Scope of the study:

A humble attempt was made to study the association between Social Networking Sites and their benefits available on the professionals in the city of Jamnagar.

Description Methodology:

Primary data was collected with the help of structured questionnaire. Questionnaire was filled up by 100 respondents of the Jamnagar city.

Research Design:

The research design used was exploratory and descriptive research design, because was made on convenient random sample.

Questionnaire:

The questionnaire was prepared keeping in view the objectives of study. Questionnaire consists of Close ended questions.

The Source of Data:

The study is based on Primary data. Data was collected with the help of a structured questionnaire. The survey was conducted in the Jamnagar city.

Determination of sample:

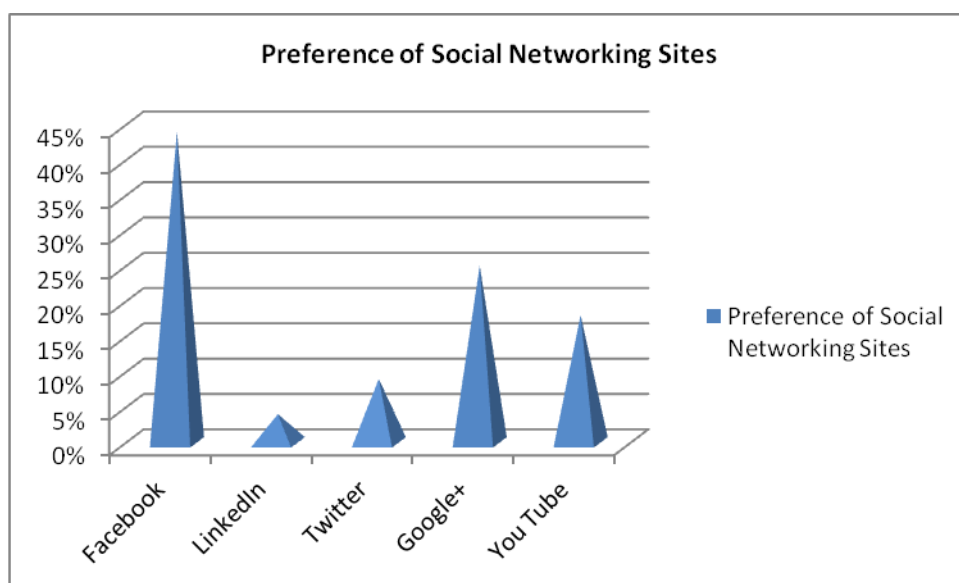
The size of sample was 100.

Analysis and Interpretation:

Table 1: Most preferred social networking sites

Social Networking sites	Responses
Facebook	44% (88)
LinkedIn	4% (8)
Twitter	9% (18)
Google+	25% (50)
You Tube	18% (36)

Graph1: Preference of Social Networking Sites among professionals.



To study most preferred sites, professionals were given close ended questions to be filled in the questionnaire. Table1 indicates the figure and percentage of the preferred Social networking sites.

Graph1 indicates that the most preferred social networking site is Facebook. Second preference is given to Google+ and You Tube.

Table2: Social Networking Sites and their benefits

Social Networking Sites	Benefits					
	Maintaining Contacts	Looking Photos/videos	Playing Games	Chatting	Academic Information	Social/Political Views
↓						
Facebook	67	7	3	8	2	1
LinkedIn	6	0	0	0	2	0
Twitter	5	1	0	0	2	10
Google+	3	1	0	0	43	3
You Tube	0	15	3	0	10	8

To study the association between Social networking sites and their benefits, professionals were asked their priorities they use in their selected social networking sites in the questionnaire. Table2 indicates the social networking sites and their benefits used by the people. Benefits like maintaining contacts are highly used in Facebook, LinkedIn and Twitter. Google+ is highly used for acquiring academic information and You Tube is highly used for looking videos/photos and academic information.

To check the association, ANNOVA TABLE was used.

Table3: ANNOVA TABLE

Source	S.S	d.f.	M.S.S	F_c	F_t
Social Networking Sites	654.6667	4	163.6667	0.787439	2.866081
Benefits	907.0667	5	181.4133	0.872823	2.71089
Error	4156.933	20	207.8467		
Total	5718.667	29			

For Social Networking Sites and benefits, $F_c < F_t$

It has been observed from table3, calculated value is less than tabulated value (5% level of significance). Thus, there is no significant association between Social Networking Sites and their benefits among the professionals of the Jamnagar district.

Limitations:

- The scope of the study was limited up to the Jamnagar district.
- Sample size is nominal, so generalization cannot be made.
- Respondents' data depends on their beliefs and attitudes.

Findings and Suggestions:

- The study results that maximum number of usage is made of Facebook social networking site.
- The usage use of Facebook is done to maintain contacts in highest terms. Chatting is also done mostly.
- Facebook is less used in making academic discussion groups and social participation.
- There is no significant association between social networking sites and their benefits available.
- People must be motivated to use social networking sites for their advantages like having maximum usage of academic discussion groups, social and civic participation, solving difficulties, etc.

References:

- Adam Mahamat Helou, Nor Zairah Ab.Rahim(2010), “The influence of social networking sites on students’ academic performance in Malaysia” International Conference on Internet Studies, September 8-10, kuala Lumpur, Malaysia.
- Acquisti, A., & Gross, R. (2006, June). Imagined communities: Awareness, information sharing, and privacy on the Facebook. Paper presented at the 6th Workshop on Privacy Enhancing Technologies, Cambridge.
- Boyd. D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230. Doi:10.1111/j.1083-6011/2007.00393
- Ms. Preyal Sanghvi, Ms. Pratima Shukla and Mr. Darshan Thakker, “Impact of Facebook on Students Academic Performance”, Nishkarsh, Journal of Management and Technology, Vol1, January 2013.