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**Examining the major problems faced by the college students in
using social networking sites revealed through henry garrett
ranking technique**

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ABSTRACT

As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's students success equation. The sample size is limited to 300 collected from college students in Erode District by using convenient sampling technique. Garrett ranking technique has been used for analysis. Findings have been given based on the problems faced by the students on using social networking sites through. Suggestions have been given based on the findings. Results indicates that while most of the college students use social media and spend many hours checking social media sites, there was a negative aspect to college students` use of social media.

Key words: Social media, college students, learning efficiency.

I.INTRODUCTION

“Social network is a social structure made of individuals or organizations called ‘nodes’, which are tied up by one or more specific types of interdependency, such as friendship, kinship, financial exchange, dislikes or relationships of beliefs, knowledge or prestige.”

Social network analysis has emerged as a key technique in modern sociology. It has also gained significance in communication studies, economics, geography, information science, organizational studies and social psychology. However, our concern is with the internet-based social networking. Here, the ‘nodes’ are the individual actors within the networks and ‘ties’ are the relationship between them. There may be one or more ties between the nodes. In

this sense, these individual actors interact or share their interests, ideas or information with others. There are literally thousands of social networking sites available on internet with various technological affordances, supporting a wide range of interests and practices. While their key technological features are fairly consistent, the cultures that emerge around SNSs are varied. Wikipedia, an online encyclopaedia, lists more than 300 major social networking sites. These sites give their members a platform to build their own network on the internet.

“Generally we define social networking sites as web-based services that allow individuals to, construct a public or semi-public profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse

their list of connection and those made by others within the system.”

As we know, today social networking is no longer a niche phenomenon. Millions of people, regardless of age, gender, ethnicity, or geographic boundaries, access social networking sites to communicate, share information, thoughts or ideas, keep in touch with friends, find new friends, dates and jobs. Thus, social networks are online service, platform or sites that focus on building and reflecting of social networks or social relations among people.

At the basic level an online social network is an internet community where individuals interact through profiles that represent themselves to others. When a person joins a social networking site, he/she begins with creating a profile, which is a list of information about the person. It may include the person’s name or pseudonym, photograph, birthday, relationship/marital status, hometown, current location, religion, ethnicity, political view, personal interests, activities, hobbies etc. User can post blog entries or updates for others to read or watch. User generated contents (UGC) are the significant feature of SNSs.

The user may search for people they know or other users with similar interests and compile and share a list of contacts, usually as friends list or contact list or fans. They make contacts with other users by sending a friend request, which must be accepted by the other user in order to establish a link between them. ‘Friending’ another user gives them access to the information shared in the network and adds them to one’s network and vice versa. The term ‘friend’ can be misleading, because the connection does not necessarily mean friendship in the everyday vernacular sense, and the reasons people connect are varied (Boyd, 2006).

Some social networks have additional features, like creating and joining groups that share a common interest or affiliations, upload or stream live videos, hold discussions in forums and post links of other web sites. A friend can access this information one shared with his/her network and comment or share it. Some SNSs allow users to enhance their profiles by adding multimedia content, modules, such as Facebook Apps, or modifying their profile’s look and feel. What make SNSs unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. This can result in connection between individuals that would not otherwise be made, but that is often not the goal, and these meetings are frequently between “latent ties” (Haythornthwaite, 2005) who share some offline connections. On many of the large SNSs, participants are not necessarily ‘networking’ or looking to meet new people; instead, they are primarily communicating with people who are already a part of their extended social network. To emphasize this articulated social network as a critical organizing feature of these sites, we label them “social networking sites”.

II. REVIEW OF LITERATURE

Ellison, Stainfeild and Lampe (2007) discussed about the use of social networking sites. The main objective or purpose of the work was to examine the relationship between use of Facebook and the formation and maintenance of social capital. A survey among undergraduate student was conducted and regression analysis was done on the result. Findings of the study revealed that Facebook was used more to meet new people or to maintain and strengthen relationship with offline connection. This study disclosing the fact that online interaction does

not necessarily remove people from their offline world but may indeed be used to support relationship and keep people in contact even when life changes move them away from each other. Very often SNSs are used by the people to keep in touch with people known to us in the real world and to make new contacts in the virtual world.

Mark R Davis and Barbara A Lee (2008) conducted a study on “The Legal Implications of Students Use of Social Networking Sites in the UK and US: Current Concerns and Lessons for the Future”. This provides a comparative snapshot of the current state of the law in the US and UK with respect to potential liability of University and college students for use (and misuse) of SNSs. It reviews the limited case law on this topic, highlighted the differences in the two nations’ law of determination and the various possible legal claims available to individuals allegedly harmed by posting on these SNSs, and concludes that neither country currently offers a satisfactory legal or quasi-legal model for resolving these disputes. There is scope for such a study in Indian context too.

III.OBJECTIVES

- To analyse the problems of using social media among the respondents

IV.PROBLEM STATEMENT

Nowadays the usage of smartphones among youngsters getting increased day by day which forces them to get involve in social media. It is the platform where good and bad things roams. Roaming of such things being attracted by the youngsters which makes them to get saddicted to it. Social networking makes them to loose concentrate on their subject and make them to get involve in miscreant activities.

V.RESEARCH METHODOLOGY

5.1.SAMPLING DESIGN

Convenient sampling method has been used for the study. The sample size has been 300 which have been selected in Erode district and data is collected for solving particular problem through well structured questionnaire.

5.2HENRY GARRETT RANKING TECHNIQUE

Garrett’s ranking technique was adopted to analyse the views of the employees. The order of merit thus given by the employees for each statement under each head was converted into ranks by using the following formula.

$$100 (R_{ij} - 0.50)$$

$$\text{Per cent Position} = \frac{\quad}{N_j}$$

Nj

Where

Rij = Rank given for the ith statement by jth respondent

Nj = Number of statements ranked by jth respondent

The per cent position of each rank thus obtained was converted into scores by referring respondents were added together and divided by the total number of despondence. The mean scores for all the statements were arranged in an ascending order, ranks were assigned and the important statements identified.

S.NO	PROBLEMS	MEAN SCORE	TOTAL SCORE	RANK
1	Stress	1132	9056	I
2	Personal problem	1178	7086	III
3	Society	1374	4122	VI

	problem			
4	Losing identity	1331	5324	V
5	Theft identity	1508	1508	VIII
6	Hacking of your account	1504	3008	VII
7	Lack of concentration in studies	1283	6415	IV
8	Addiction to social media	1160	8120	II

INTERPRETATION

It is inferred from the above that the “Stress” was ranked as a first problem with a total score of 9056. Addiction to social media was ranked as second with a total score of 8120. Personal problem, Lack of concentration in studies, Losing identity, society problem, hacking of your account, theft identity is not clear were ranked as III, IV, V, VI, VII and VIII respectively.

FINDINGS

It is inferred from the above that the “Stress” was ranked as a first problem with a total score of 9056. Addiction to social media was ranked as second with a total score of 8120. Personal problem, Lack of concentration in studies, Losing identity, society problem, hacking of your account, theft identity is not clear were ranked as III, IV, V, VI, VII and VIII respectively.

SUGGESTIONS

Based on the findings following suggestions have been made,

Yoga, playing games, spending time with family members, extra curricular activities can help to reduce stress.

Parents have to look forward for their children’s inorder to avoid the usage of social networks.

Social media can be used for good purpose so that it can improve the students education.

Another future tool social networking websites could use would be a licensing agreement with certain parties to prevent copyright infringement from happening on the Internet.

CONCLUSION

Our research has revealed that college students were likely to be affected by social media. Social media is attractive; it not only provides college students another world to make friends, also provides a good way to release pressure. To some degree, it absolutely affects the lives of college students including the grades. This research also indicates that an approach is needed to better balance the relationship between social media and academic study. Therefore, college students should think more about the balancing equation of social media and academics.

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