

Effect of Online Social Media on Science faculty in Bangalore University

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Abstract

The Social systems administration destinations have progressively turned into a significant instrument for youthful grown-ups to connect and associate with their friends. As the majority of these youthful grown-ups are additionally students, instructors have been searching for approaches to comprehend the marvels to outfit its potential for use in training. This is particularly science staff in Bangalore University. Pertinent where SNSs are famous among the PG understudies and researchers, yet there is little information accessible to portray examples of utilization for the more extensive section of the objective populace. This examination displays the after-effects of an across the nation review on tertiary dimension understudies in Bangalore University. The respondents invest the most energy online for long range informal communication and learning. The outcomes likewise show that while the respondents are utilizing SNS for casual learning exercises use it to connect with their speakers in casual learning settings. The respondents likewise announced investing more energy in SNS for mingling as opposed to learning and they don't accept the utilization of SNS is influencing their scholastic execution.

Keywords: Online source, Network, Learning, Education, Social media, Internet.

1.INTRODUCTION:

Since the presentation of Web 2.0, Internet uses of joint-creation and sharing, for example, websites, discussions, and interpersonal organizations have on a very basic level changed how data is gathered and impacted learning and ways of life. The advancement of data and correspondences innovation and its impact on the improvement of social networks and relational connection have turned into a famous space of research as of late Online relational communication turns into a significant part of social exercises, and its effect on the public activity of people keeps on developing. The most far reaching coordinated online relational stage is the supposed "interpersonal organization administration," or SNS. The present investigation Chosen the spellbinding study technique. A contextual investigation was led among Post Graduate (PG) Students and Research Scholars of Science workforce at Bangalore University, Bangalore. The examination picked for Simple Random Sampling technique, 125 surveys was disseminated among the PG understudies and research researchers out of 114 polls were recalled. In the wake of amassing the 114 polls the Interpretation and information accumulation. Research procedures included two noteworthy gauges: subjective and quantitative methodologies. Quantitative research standard has test haphazardness, representativeness and high probability for fundamental speculation as its centre core interest. It likewise looks for and discover connections between the distinguished factors with high potential for objectivity with respect to the specialist. This part displays

SNSs, Introduction of the examination, Statement of the issue, Objectives of the investigation, Scope and restriction, requirement for the investigation, Methodology, Data accumulations and Interpretation Were Incorporate for the examination.

1.1 Significance of Social Networking Sites in Education:

The reception of informal communication programming (SNS) as a mean of correspondence and connection is progressively developing among understudies of organizations of higher learning in all aspects of the world. The universal of Internet and Information Communication Technology (ICT) offices has been the main thrust behind the use of this developing apparatus. Not at all like in the mechanical age, when the understudies did not utilize ICT and the Internet, the present ages of understudies are labelled as "People to come", they had never known existence without the Internet. They embrace the new innovation effortlessly. Much of the time, they needn't bother with any instructional manual so as to run an application or utilize the vast majority of these gadgets, development of the Internet innovation has changed correspondence scene of individuals, particularly the more youthful ages.

1.2 Definitions:

1. **Obar& Wildman** defined as: "Long range informal communication locales are online stages that enable clients to make an open profile and collaborate with different clients on the site. Long range informal communication locales normally have another client input a rundown of individuals with whom they share an association and after that enable the general population on the rundown to verify or refute the association. After associations are set up the new client can look through the systems of associations with make more associations."

1.3 Objectives of the study:

The main objectives of the study are as follows:

- 1) To check the awareness among users about the Social Media
- 2) To verify the importance of Social media.
- 3) To examine purpose of using social networking sites by PG students and research scholars of the Science Faculty in Bangalore University.
- 4) To explore the impact of social networking sites on their Academic work and research work in Bangalore University.
- 5) To identify the purposes of using Social Media.

1.4 Methodology:

This paper examines the use of Social networking sites. By PG students & research scholars of Science faculty in Bangalore University. PG students & research scholars who had been using Social networking sites at that time. The researcher was asked to respond to a questionnaire survey about their usage and awareness of social networking sites. The researcher analysed data with the help of MS Excel and suitable tables and diagrams are presented in the chapter; Analysis and Interpretation of data in the dissertation.

2. ANALYSIS AND INTERPRETATION OF DATA

To complete this study properly, it is necessary to analyse the data and invent solution to the questions arise in the study. As already indicated in the preceding chapter, data interpreted in a descriptive form. This chapter comprises the analysis, presentation and interpretation of the findings resulting from this study. The analysis and interpretation of data is carried out from the users in Science Discipline at Bangalore University, Bangalore. The chapter deals with methods and tools used for data collection, analysis, scoring and tabulation for the present study. Further it deals with selection of sample on the problem in Academic work of PG Students and Research scholars of Science Faculty in Bangalore University, Bangalore. They are presented according to the Research questions and the responses were organized using rank weighted means and simple percentage frequencies.

Table-1: Questionnaire distributed among PG students and Research scholars

SL No	PG Students & Research Scholars	No of questionnaire distributed	Responses	Percentage
1	PG Students	105	98	93.33%
2	Research Scholars	20	16	80%
	Total	125	114	91.2%

The above the table 1 shows that the collected data is presented and analysed here. 125 questionnaires were distributed among PG Students and Research scholars. In that 105 questionnaires were distributed among PG Students out of which 98(93.33%) were respondents, and 20 questionnaires were distributed to the Research scholars 16(80%) answered the questionnaires. And totally 114 (91.2%) were responded out of 125 distributed questionnaires.

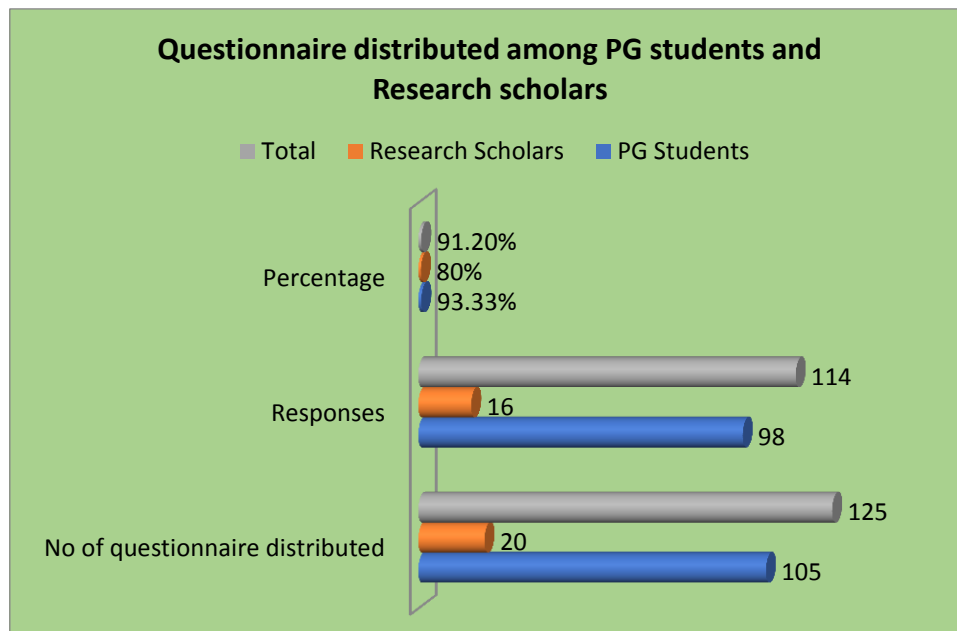


Fig: 1

Table-2 Awareness of Social Networking Sites

Awareness of SNS	Response	Percentage
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YES	114	100%
NO	0	0%
Total:	114	100%

The above table 2 depicts that the awareness of social networking sites among PG Students and research scholars. All the PG Students and research scholars 114(100%) were expressed they have awareness on Social Networking sites.

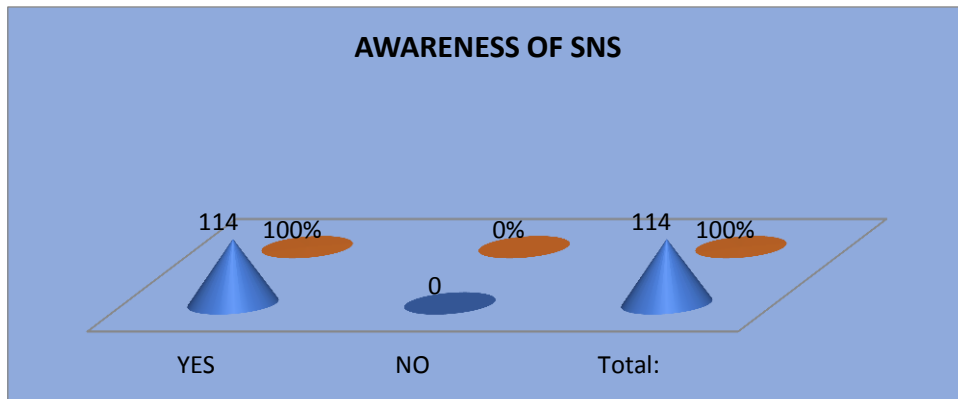


Fig: 2

Table-3 Purpose of Using SNSs

SL No	Purpose of Using SNSs	Response	Percentage
1	Work related	66	57.89%
2	Socializing	105	92.10%
3	Chatting with friends	97	85.08%
4	Social activism	26	22.80%

Above the table 3 reveals that the purpose for accessing SNSs. The data shows that 66 (57.89%) of respondents used work related, 105(92.10%) of respondents using Socializing purpose, 97 (85.08%) of respondents were using for accessing these sites, while Chatting with her friends, and 26 (22.80%) of respondents use Social activism for accessing Social Networking Sites.

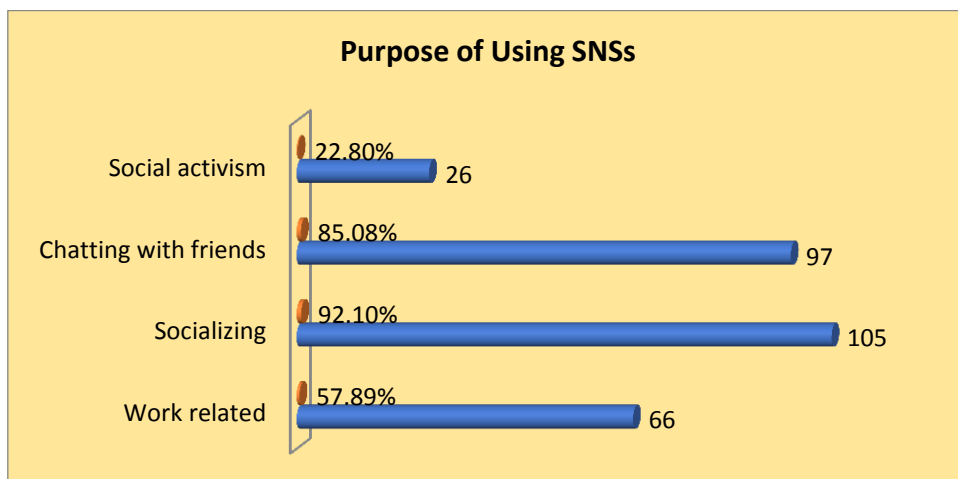


Fig: 3

Table -4 Types of sites visited by the Respondents

SL No	Sites visit	Response	Percentage
1	Entertainment related	106	92.98%
2	News related	69	60.52%
3	Social media	101	88.59%
4	Searching	83	72.80%
5	Gaming	64	56.14%
6	Shopping sites	69	60.52%
7	Self-help sites	24	21.05%
8	Job/career opportunities	76	66.66%
9	Education related	91	79.82%

Table 4 reveals the problems encountered by the respondents while using social Networking Sites. 106(92.98%) of the respondents expressed that there are Entertainment related, 69 (60.52%)of the News related,101(88.59%) of the respondents have visit Social media,83 (72.80%) respondents were Searching ,64(56.14%) of users visited to the Gaming, 69(60.52%) of respondents using Shopping sites, 24(21.05%) of users visited by Self-help sites, 76(66.66%)of students using Job/ career opportunities ,and 91(79.82%) of respondents visit to the Education related respondents.

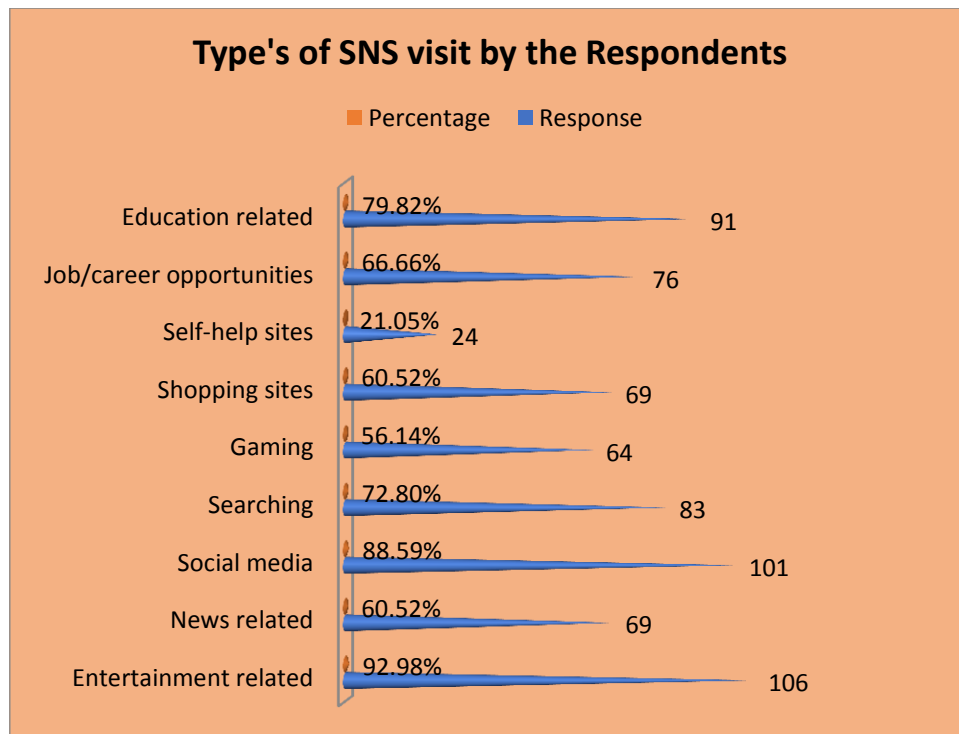


Fig: 4

Table-5 Areas of interest on SNSs by respondents

SL No	Areas of interest	Response	Percentage
1	Surf sites	112	98.24%
2	Read articles	26	22.80%
3	Write bogs	2	1.75%
4	Upload pictures on FB and other social media sites	99	86.84%
5	Watch video and download as well	111	97.36%

The table-5 examines the Reasons for favourite networking sites. 112(98.24%) of users Surf sites, 26(22.80%) of the respondents have browse the Read articles, 2(1.75%) browsers have Write bogs, 99(86.84%) of respondents have Upload pictures on FB and other social media sites most of the respondents have expressed their reason it is User friendly, followed by 111(97.36%) of users responded to Watch video and download as well.

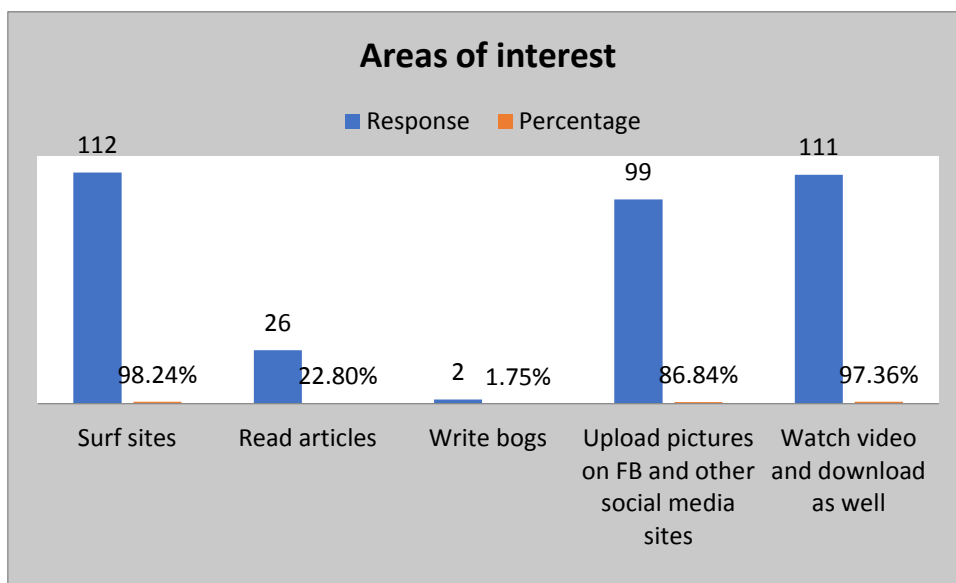


Fig: 5

Table-6 Academic Networking Sites used for Studies and research work

SL No	ANSs for Studies work	Response	Percentage
1	Academic.Edu	106	92.98%
2	Diigo	05	4.38%
3	Epernicus	54	47.36%
4	FigSha	23	20.17%
5	Frontiers In	12	10.52%
6	Google Scholar	107	93.85%
7	iAm Scientist	21	18.42%
8	Mendeley	43	37.71%
9	Method Space	71	62.28%
10	Research Gate	92	80.70%
11	Research ID	86	75.43%
12	Scholastic	90	78.94%

Table-6revealed that the respondent’s use of the social networking sites are106(92.98%) of use for Academic.Edu. This constituted 05(4.38%) of the respondents for the Diigo,

54(47.36%) were responded by Epernicus, 23(20.17%) were responded by FigSha, 12(10.52%) of users response by Frontiers In, 107(93.85%) were response Google Scholar, 21(18.42%) are react by the iAm Scientist, 43(37.71%) of Students and research scholars response by the Mendeley, 71(62.28%) of users responded by Method Space, and 92(80.70%) of respondents were react by the Research Gate, 86(75.43%) of users were response Research ID, and the finally 90(78.94%) were responded by the Scholastic.

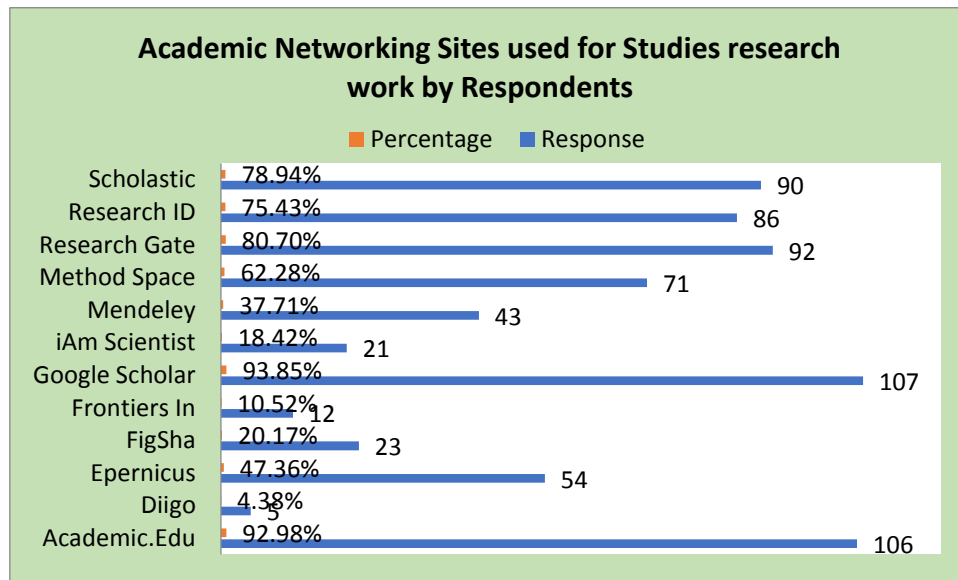


Fig: 6

Table-7 Benefits of using social networking sites

SL No	Benefits for use social Networking sites	Response	Percentage
1	It encourages virtual meeting with co-research scholars	42	36.84%
2	Increasing self-esteem	50	43.85%
3	It help to develop interpersonal relationship	70	61.40%
4	Post the subject related details	78	68.42%
5	Group discussion with co-researchers	36	31.57%
6	Conference/Workshop post	60	52.63%
7	Job news	83	72.80%
8	Sending audio and Video files	112	98.24%
9	Current information	86	75.43%

The above the table 7 identified that the benefits of using social networking sites. 42(36.84%) of users says It encourages virtual meeting with co-research scholars, 50(43.85%) respondents expressed It Increasing self-esteem, 70(61.40%) It helps to develop interpersonal relationship, 78(68.42%) Post the subject related details, 36(31.57%) Group discussion with co-researchers, 60(52.63%) Conference/Workshop post, and the majority of 83(72.80%) were Job news, 112(98.24%) were responding Sending audio and Video files, and the finally 86(75.43%) were responding Current information.

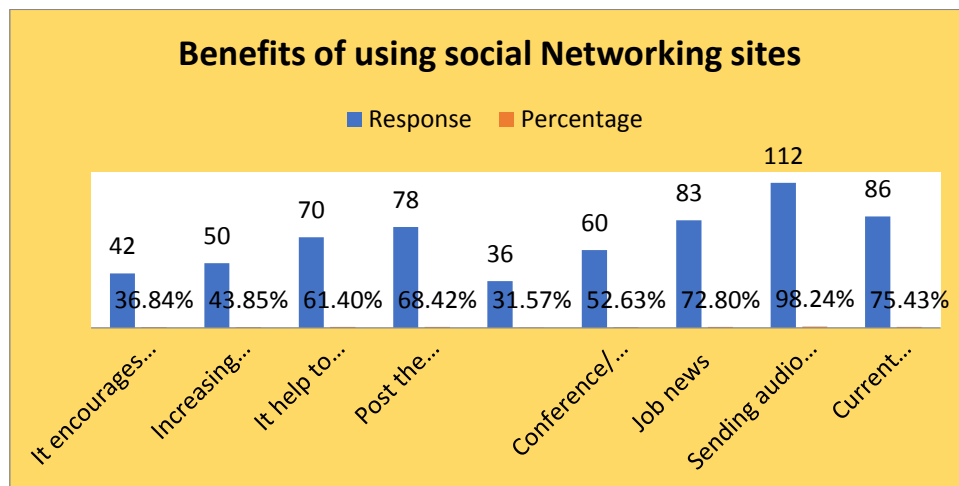


Fig: 7

3. FINDINGS AND SUGGESTIONS

3.1 Findings:

- The researcher collected data, analysed and presented in this Researcher article. 125 questionnaires were distributed among PG Students and Research scholars. In that 105 questionnaires were distributed among PG Students out of which 98(93.33%) were respondents, and 20 questionnaires were distributed to the Research scholars 16(80%) answered the questionnaires. And totally 114 (91.2%) were responded out of 125 distributed questionnaires.
- All the PG Students and research scholars 114(100%) were expressed they have awareness on Social Networking sites.
- The data shows that 105(92.10%) of respondents using Socializing purpose, 97 (85.08%) of respondents were using for accessing these sites, while Chatting with her friends, 66 (57.89%) of respondents used work related, and 26 (22.80%) of respondents use Social activism for accessing Social Networking Sites.
- the researcher examines the Reasons for favourite networking sites. Among the users 112(98.24%) of users said their favourite is Surf sites, 99(86.84%) of respondents have Upload pictures on Face Book and other social media sites most of the respondents have expressed their reason it is User friendly, followed by 111(97.36%) of users responded to Watch video and download as well and only 26(22.80%) of the respondents have browse the Read articles.
- the respondent's use of the social networking sites are 106(92.98%) of use for Academic.Edu.
- 107(93.85%) were response Google Scholar,
- 92(80.70%) of respondents were react by the Research Gate
- 90(78.94%) were responded by the Scholastic
- 71(62.28%) of users responded by Method Space, and 86(75.43%) of users were response Research ID, and the finally

3.2 Suggestions:

In light of the discoveries, the specialists made a few suggestions as pursues;

- Since the investigation affirmed that the utilization of Social Networking locales had influenced the scholastic execution of understudies adversely, there is the dire requirement for the acquaintance of clients with the accessibility of library assets and other data asset or materials in the library that can help them scholastically.
- Students with Mobiles and Smart telephones having web office ought to be urged to either utilize it to enhance their examination in the library as opposed to the typical talking with companions constantly.
- Social systems administration locales make the virtual learning condition. As per the investigation it very well may be reasoned that long range interpersonal communication destinations are utilizing explicit instructive needs of every understudy and researchers can be valuable instrument for improving scholastic research exercises.
- It is additionally suggested that clients be exhorted during direction, about the perils of dependence on informal communication locales.

4. Conclusion:

Our examination has inspected and assessed the hidden Role of Social Networking destinations in scholastic work of PG understudies and Research researchers of Science personnel in Bangalore University, Bangalore. With headway in innovation and increment in web utilization, a Social Networking webpage has turned into a piece of our day by day lives. Our investigation was set out with the goal to survey understudy's frames of mind and personal conduct standards towards Social Networking destinations use. The examination uncovered that greater part of the clients get to SNSs through Smartphone-portable with web office, and knew about the presence of communicated their assessment on utilizing long range interpersonal communication locales with the end goal of Social Networking destinations.

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