

Academic Usage of Face book among the PG Students of Vikrama Simhapuri University

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ABSTRACT

This study explores the academic usage pattern of Face book among the post graduate students of Vikrama Simhapuri University, Nellore. A self administered questionnaire was used for collecting data from the respondents. The results revealed that 97.56% of the respondents having face book account and 50% of the respondents used face book very rarely. The findings also shows that mobile phones are the most frequently used devices to connect face book. 85% of the respondents using Face book to get academic information. 83.75% felt that face book usage positively impact to improve their academic performance.

Keywords: Face book usage, University students, social networking

1. INTRODUCTION

Face book was launched as a social networking site on 24th February 2004 by Harvard students Mark Zuckerberg, Dustin Moskovitz and Chris Hughes. The name of the Face book stems from the spoken name for the book given to students at the start of the academic year by university administrations in the US with the purpose of helping students to get to know each other better. (Ashan ul Haq & Sohail Chand). Once an individual has joined Face book, he or she can search for anyone and view the other user's profiles. A Face book user can also send a message to any other individual to ask if he or she agrees to be Face book friends (Kolek & Saunders, 2008). Face book is essentially an online social network site in which individuals can share photographs, personal information, and join groups of friends with one another (Buckman, 2005). Advocates of Face book (e.g., Munoz & Towner, 2009) have suggested that Face book can positively impact a college student's life. For example, students can use Face book to contact other students concerning course assignments, group projects, or teachers contacting their students regarding useful course links. Such suggestions and claims, however, are often made not based on empirical findings. On the other hand, critics voice their concerns about the possible negative effects of Face book use. For example, students may post inappropriate pictures of themselves on their Face book profile. These pictures may jeopardize their chances of future employment should their profile data be mined by potential employers. Others wondered if students who use Face book spend fewer hours studying which may adversely impact their academic performance (Kirschner & Karpinski, 2010). There are multitude benefits associated with Face book but still one need to think about its overall effects and outcome as well, well we have to come together and form joint strategy so as to get maximum benefits from this Internet and IT revolution. (Nika, F.A & Sofi, S.A).

This is the first study of its kind in Vikrama simhapurri university, Nellore focusing on to know the perceptions of PG students on academic usage of Face book.

Following are the objectives we mainly focus on;

- To assess the frequency of accessing face book account
- To know the time spent in using face book
- To identify the most frequently used devices to connect face book
- To determine the academic usage of face book

Review of Literature

Krishner and Karpinski (2010) study found majority of the students use face book at least once a day. This study also found a significant negative relationship between face book use and academic performance. Face book user reported lower mean GPA and reported spending fewer hours per week studying on average than face book non users.

Ahsan ul Haq and Sohail Chand (2012) explores the popularity and usage pattern of the Face book among the University students. The study reveals that 87.5% of the students have account on the Face book and no gender differences are found. The findings explain that face book use in general, adversely affecting the academic performance of students.

Nika and Sofi (2014) conducted a study at Zainakote campus of central university of Kashmir. The research objective was “why people use face book” and their perceptions towards various aspects involved on that. The results indicates that majority of the respondents 49.3% opined that the main reason for using face book is ‘to enjoy with my close friends’ The study recommends counseling centers should be open when young people should not only guided about their career opportunities but should be encouraged to use face book for overall development.

Akyildiz and Argan (2011) measured the social, daily and educational goal using face book via a questionnaire to 1300 under graduate students at Anadohe University in Turkey. The results show that the main purpose of using face book is “following photos, videos, events etc”. The study found that students mainly used face book for social purposes rather that education purpose. Face book usage education purposes closer to ‘seldom’ and “some time”.

Methodology

In order to better understand the student’s views on academic usage of face book a survey was conducted using a questionnaire. The survey consists of 10 questions relating to the face book usage. A sample of 100 students is taken purposively among the students of M.Com, M. Sc (Organic Chemistry, Applied Mathematics, Bio Technology and Statistics) courses. The investigator personally distributed the questionnaires to the respondents, and only 82 students were returned the filled questionnaires and these are only used for the study.

Results

Table-1

Frequency of demographic variables

Variable		Total	Male	Female
Gender		82	34	48
Have a Face book	Yes	80(97.56)	34	46
Account	-----			
	No	2(2.43)	Nil	2

From the above table it is evident that majority of the participants of this study are female students (48) than their male counterparts (34). The table also reveals that 97.56% of the respondents having face book account. Only 2.43% of them responded negatively. There is no significant gender difference between male and female respondents in respect of having face book account.

Frequency of use of face book account

One of the main objectives of the study is to assess the frequency of usage of face book account by the post graduate students. The results show that majority of the respondents 50% or 40 using face book very rarely. 37.5% or 30 using 3-5 times in a week, remaining 6.5% or 5 each daily and occasionally.

Average time spent in using face book

The study tries to assess the time spent by the respondents in using Face book. It is clear from the data majority of the respondents 63 (78.5%) using face book less than a hour, and 10 (12.5%) 1-2 hours, followed by 4 (5%) more than 4 hours and 3 (3.75%) 2-3 hours.

Frequently used devices to connect face book

One question was asked to identify the frequently used device by the PG students to connect the face book. The results shows that majority 61 (76.25%) using their mobile phones followed by 10 (12.5%) laptops, 3(3.75%) personal computers and 4 (5%) tablets.

Opinion on academic usage of Face book

Figure-1

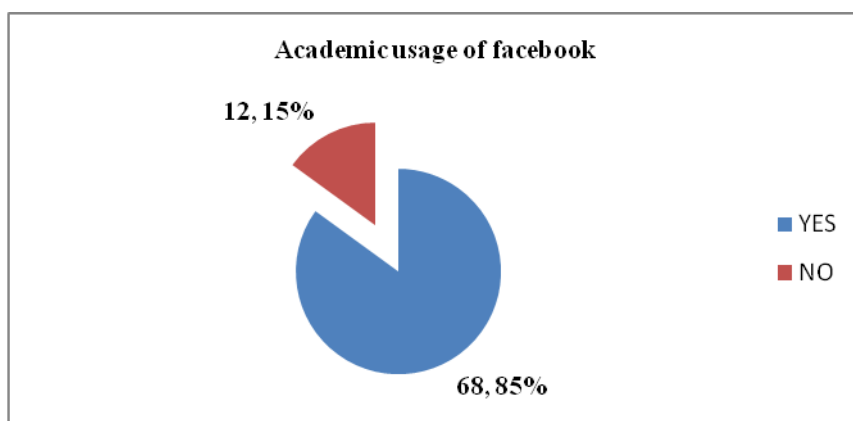


Figure-1 explains the opinion on academic usage of face book. Results revealed that 68 (85%) replied positively and 12 (15%) negatively. It can be conclude that majority of the respondents using face book for academic purpose also.

Taking help from online friends

One question was asked whether PG students taking help from their online friends, to clarify their doubts if any related to their study point of view. The results revealed majority of the respondents 57 (71.25%) positively replied. 23 (28.27%) replied they did not take help from their online friends.

Opinion on the benefits of Face book usage

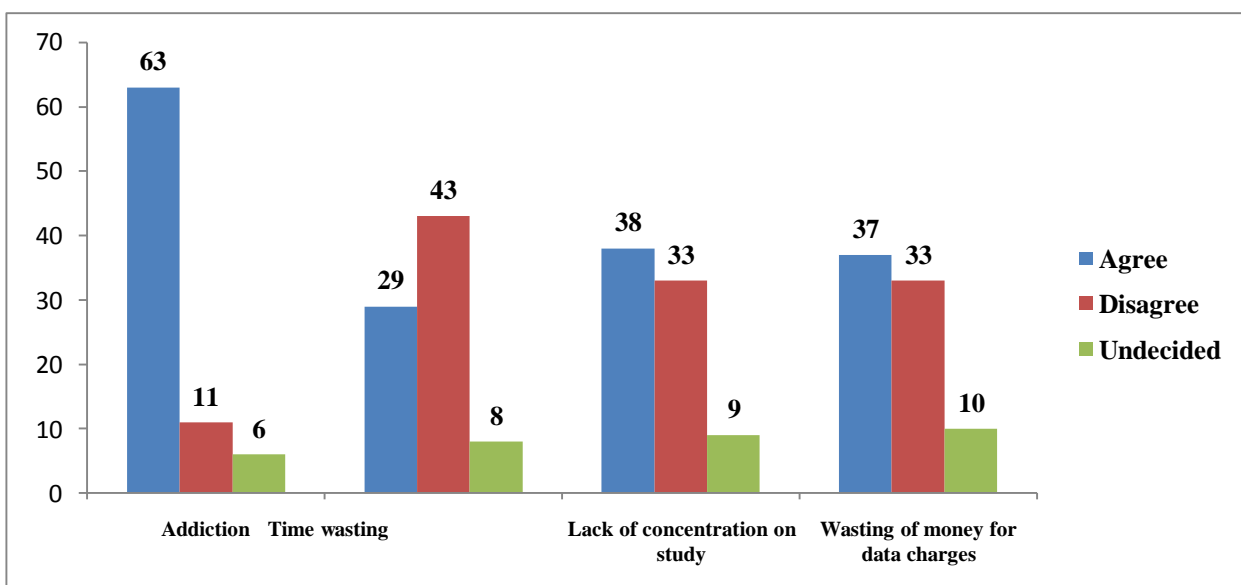
Benefits	Agree	Disagree
a. Expanding friend circle	70(87.5)	10 (12.5)
b. Getting needy information in time	65(81.25)	15(18.75)
c. useful in getting jobs	66(82.5)	14 (17.5)
d Improved Communication	73(91.5)	7 (8.75)

Note: values within the parenthesis indicate the percentage

It is clear from the above data majority of the respondents agree the benefits of face book usage such as; expanding friend circle (87.5%), getting needy information (81.25%), useful in getting jobs(82.5%) and improved communication (91.5%). So that respondents feel benefit on the above aspects in using the face book.

Opinion on disadvantages of using Face book

Figure-2



The above figure-2 reveals the disadvantages involved in using face book. It is clear from the data that majority of the respondents 63 (78.75%) agree that face book usage become an addiction, followed by 38 (47.5%) express and agrees that they lacking concentration in their studies with the usage of face book, 37 (46.25%) fell face book usage will increase the

wasting of money for data charges. A significant percentage 55% or 44 of the respondents disagree the opinion on the face book usage will waste their time.

Opinion on positive impact of face book usage on the academic performance

In order to know the respondents opinion on any positive impact of the face book usage in their academic performance one question was asked. The results show that 83.75% or 67 responded positively and 16.25% or 13 opined that they have no such impact.

Conclusion

From this study it is clear that majority of the respondents having face book account. Mobile phone is the most frequently used device to connect face book. Most of the respondents using face book for academic information and also they took help from their online friends to clarify their doubts relating to the academic aspects. This conclusion nullifies the negative opinion among the public on the usage of face book. High percentage of the respondents agrees that usage of face book will improve their communication behavior. A significant percentage 55% or 44 of the respondents disagree the opinion on the face book usage will waste their time. Interesting finding of this study is half of the participants using face book very rarely. This is very surprising to the investigator, so that this issue will be further deeply explored and need to discuss.

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