Influence of using Social Networking Sites on the Perception of Sociability of Post Graduate Students

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Abstract:- In the modern era of science and technology, the social networking site gets its popularity rapidly. It is an easy way for people to communicate and interact with each other anytime anywhere in the world and become the major medium of communication. It helps the user to share photos, videos, messages, ideas, thoughts etc. with the people with whom they are connected. It plays a vital role to encourage the youth to be more socialized and tolerant in dealing with the multi-cultural society. In the present study, the researcher examines the influence of using social networking sites on the post graduate student's perception of sociability. The sample size was 280 postgraduate students studying in various post-graduation courses of Aligarh Muslim University. Descriptive and statistical techniques were used for the analysis of data scientifically and systematically in accordance with the purposes and objectives of the study. The findings of the present study show that use of social networking sites had a significant influence on the perception of sociability of the post-graduate students of Aligarh Muslim University.

Keyword:- Social Networking Sites, Sociability, Post-Graduate Students.

I. INTRODUCTION

In this era of science and technology, the popularity of social networking sites is increasing over the time due to the excessive demand among the young generation. The social networking sites like WhatsApp, Facebook, Twitter, Google, Myspace etc. are few of the most frequently visited web-based social networking sites (SNSs). Different social networking sites have different features and designs through which they attract the young generation to access, retrieve, store and disseminate the information. They can share their photos, videos, messages, ideas etc. on the social networking site in various forms. These networking sites help the user interact with the people, gain multiple informations, and exchange diversified ideas and culture etc. It plays a vital role to encourage the youth to be more socialized and tolerant in dealing with the multi-cultural society.

Amidst all these positives, SNS also bear some negative elements in it that may bring adverse effect on the habits and behaviour of the people. The SNS can be used to meet various purposes. These purposes can be both positive as well as negative in nature. It is generally found that at the starting point, SNS was embraced with the aim of relaxation, connecting with peers and profiles; however; its abuse was expanded towards learning, teaching, research and professional affiliations. **Sociability** is the ability to interact with others or to socialize (Preece, 2006). Social networking sites use features, designs or technologies to foster sociability among the users. In this study, the researcher defines sociability as the skill, tendency or propriety of being sociable or social, of interacting well with others. Social Networking Sites exert influences on the sociability level of the students by introducing wider connectivity with the people of different society.

Keeping these many facets of SNS in mind, this study tried to reveal the influence of using social networking sites on the perception of sociability among the post-graduate students of Aligarh Muslim University. It sought to know how social networking sites influence the perception of sociability of the postgraduate students of Aligarh Muslim University. Thus, the result of the study will be helpful for the university authorities and the administration to facilitate adoption, accessibility and implementation of social networking sites for university students. This study will also be significant for the parents to limit the usage of SNS by their offspring.

A. Objectives of the Study
The main objective of the study is to know the influence of using Social Networking Sites on the perception of sociability of Post Graduate students of Aligarh Muslim University.

➢ To analyse the use of social networking sites (SNSs) by post graduate students.
➢ To measure the impact of SNS use on sociability level of the students.
● To measure the impact of SNS use on sociability level of the students according to their gender.
● To measure the impact of SNS use on sociability level of the students according to their academic grade level.

II. HYPOTHESES OF THE STUDY

➢ **H$_0$-1:** There is no significant difference between male and female students in terms of sociability level.
➢ **H$_0$-2:** There is no significant difference between high and low GPA students in terms of their sociability level.

III. DELIMITATIONS

In the current study, the researcher considered only those students who are enrolled in the Post-Graduation course as the sample. The survey area is restricted to the departments under Arts, Science, Social Science, and Commerce faculty of Aligarh Muslim University.

IV. LITERATURE REVIEW

Abundant researches were conducted to know the impact of social networking sites on the perception of sociability. Most of these researches showed that there was a significant correlation between the use of social networking sites and their social relationships (Kumari and Verma, 2015). Some researches revealed that the impact of Social Networking Sites on Indian young adults had four major motives: socialization, entertainment, self-status seeking and information seeking and in terms of gender difference which showed that male adults were higher in self-status seeking and female adults were higher in information seeking. (Narasimhamurthy, 2014). Another research found that many students use SNS for the gratification and socialization or for the social relationship and not for the academic purposes (Khan et al., 2017). The utilization of Facebook identified with social loneliness and social avoidance as the reason and not really liking chasing (Lemieux et al., 2013). The Social Websites use a number of different approaches to inspire sociability among its users. Facebook prefers privacy representing real-world networks while MySpace prefers publicity representing both the real world and virtual networks (Keenan and Shiri, 2009). There is a positive relationship between the intensity of Facebook use and student life satisfaction (Valenzuela and Park 2009). The review directed on college understudies clarifies that those more outgoing and with higher confidence, bolster the social upgrade theory, being more well-known both disconnected and on Facebook (Zywica and Danowski, 2008). A study on Facebook revealed that there is a positive relationship existing between profile structure and the number of friends in SNS (Lampe et al, 2007).

V. METHODOLOGY & TOOLS OF THE STUDY

In the present study, the sample consisted of post-graduate students studying in various faculties of Aligarh Muslim University, Aligarh. The sample size was 280 post-graduate students. Out of 280 students, male students were 149 while female students were 131. The data was collected by using an adopted and modified tool from the study entitled "Impact of Social Network Sites on Perception of Sociability and Academic Performance of College Students in Bangalore City" of Deva Prasad F (2014). The questionnaire was in the Likert scale format and the values are allocated to every response as Strongly Agree =5 points, Agree =4 points, Undecided =3 points, Disagree =2 points, strongly disagree =1 point. The tool consisted of 12 items to know the impact of social networking sites on the perception of sociability of the postgraduate students of Aligarh Muslim University. The questionnaire was divided into two parts. The first part was designed to get the demographic information and the second part was designed to elicit the specific information regarding the impact of SNS on the perception of sociability of postgraduate students.

VI. ANALYSIS & FINDINGS OF THE STUDY

For the convenience of the present study, the researcher had used descriptive and statistical techniques for the analysis of the data scientifically and systematically in accordance with the purposes and objectives of the study. IBM SPSS Statistics 20 software was used for the analysis of the data.

The data has been analysed and interpreted to examine the impact of social networking sites in the perception of sociability of post-graduate students of Aligarh Muslim University.

H_0-1: There is no significant difference between male and female students in terms of sociability level.

In order to examine the difference in terms of SNS sociability between male and female students for the total sample, the researcher used the t-test. The result showed in the following table.

Gender	N	Mean	S.D	t-value	Sig.
Male	149	43.04	6.42	-1.249	0.213
Female	131	44.02	6.73		

Table 1:- Sociability level between Male and Female Students
NS. (2-tailed)

The table 1 shows that the t value= -1.249, (p=0.213>0.05) which indicates that p-value is greater than the significant value. So, the null hypothesis which states that "There is no significant difference between male and female students in terms of sociability level" is accepted. Therefore, there is no difference between male and female students in terms of sociability level for the total sample.

Fig 1:- Sociability Level of Male and Female Students

H₀-2: There is no significant difference between high and low GPA students in terms of their sociability level.

In order to reveal the difference in sociability level between students of different grade, the ANOVA (F test) was applied. The result is showed in the following table.

Grade Level of Students	N	Mean	S.D	F	Sig.
Low Grade	71	42.08	6.89	4.465	0.035
High Grade	209	43.98	6.40		

Table 2: Sociability Level between High and Low Grade Students

*F test is Significant at 0.05 level

Table 2 clarifies that the p-value i.e. p= 0.035 is less than the value 0.05 which indicates that the null hypothesis is significant at 0.05 level. Therefore, the null hypothesis which states that "There is no significant difference between high and low GPA students in terms of their sociability level" is rejected. Hence, it is evidenced that there is a significant difference in terms of sociability level between high and low grade level of students.
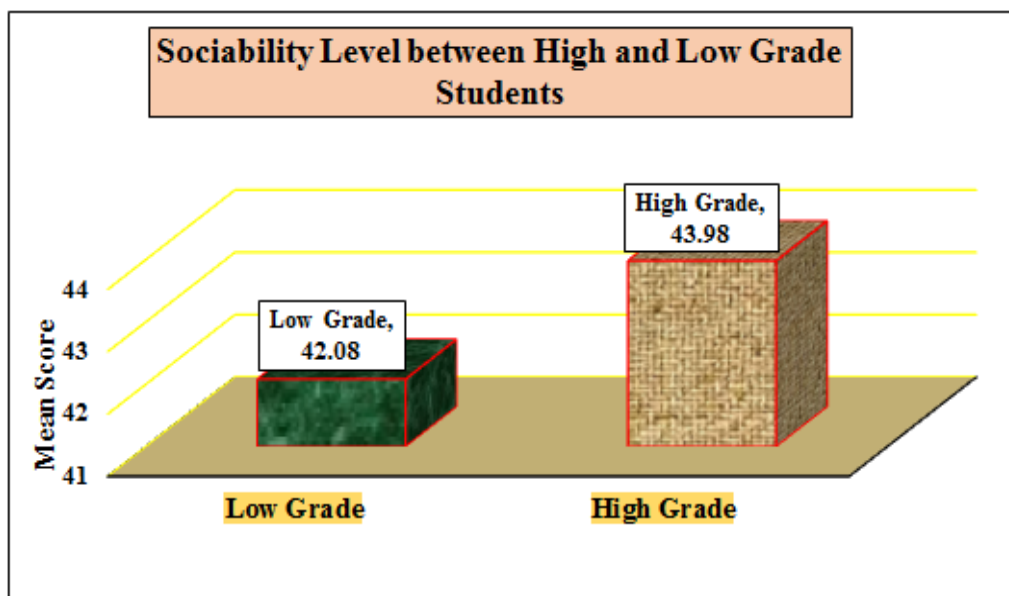

Fig 2:- Sociability Level between High and Low Grade Students

➤ *Findings of the Study*

- There was no significant difference between male and female students in terms of sociability level. This statement expressed that male and female students had the same level of sociability in SNS environment.

- There was a significant difference between high and low grade level of students in terms of their sociability

level. This implied that the sociability level of low grade and high grade students was different.

- The study showed that the most visited Social Networking Site was WhatsApp by the post-graduate students of Aligarh Muslim University. The second most visited Social Networking Site was Facebook.
- The study revealed that about 56% of postgraduate students used social networking site every day while 20% of students said that they used social networking site every hour.
- The study explored that 71% of postgraduate students of Aligarh Muslim University used social networking site for information and communication purposes.
- The study indicated that 30% of students had below 50 numbers of friends whereas 22% of students had more than 200 numbers of friends in social networking site.
- This study also explored that 30 minutes time had been spent by 17% of students while more than 3 hours had been spent by 20% of students in social networking site every day.

VII. CONCLUSION

With the advancement and betterment of science and technology, social networking sites become an essential part of students' life. Students are visiting these sites to meet various needs and demands of daily life activities. It is the social networking site which constructs a bridge to connect the people all over the world and makes it a global village. In the 21st century, it has enormous importance to the humankind for its revolutionary effort in bringing universal peace and harmony. Thus, the SNS becomes the harbinger of unity and social integration.

This study examined the impact of social networking site on the perception of sociability of postgraduate students of Aligarh Muslim University, Aligarh. The result showed that social networking sites had a significant influence on the perception of sociability of the students. In addition to it, this study also revealed that there was a significant difference between high and low grade level of students in terms of their SNS use and sociability level but there was no significant difference found between male and female students in terms of their SNS use and sociability level in the SNS environment. The most visited social networking site was WhatsApp among the postgraduate students. Most of the students used social networking sites for information and communication purpose. So it is the responsibility of the educational thinkers, researchers, administers and policymakers to make policies and provisions for the positive use of SNS in the educational field for all the students across the states in India.

SUGGESTIONS FOR FURTHER RESEARCH

Based on this research, the investigator gave a few suggestions for further research. Firstly, this research can be carried out on a large sample. Secondly, the researcher considered only the social networking site but further research can be carried out on the aspect of the Web 2.0 technologies. Thirdly, this research was conducted in Aligarh Muslim University but it can be carried out at national level also. Fourthly, this study was limited in postgraduate students only but it can be carried out at various levels of education. Lastly, this type of study can be conducted along with psychological variables i.e. Frustration, Anxiety, Stress, Motivation, and Creativity etc.

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