

Impact of Social Networking sites on Commerce students in Bangalore University

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Abstract

A person to person communication site assumes a significant job in each understudy's life. It is simpler and helpful to get to data, give data and impart by means of Social systems administration locales. Instructors and understudies are associated with one another and can utilize these stages for the working of their training. Educators are extending their Twitter use to offer host live address support for understudies, or even host understudy discusses. This kind of web based life meets-available time way is moderately unpaved, however on the off chance that instructors are to keep pace with the changing idea of learning in the advanced world, they ought to be available to investigating it. Long range informal communication is an arrangement of people or association which are connected with at least one people, in the event of expert field, as in the work environment, college and schools. it is most trendy web based systems administration website among the people due to these wide spread of web in the work environment like schools, colleges and other spot the people accumulate and share their own data or direct involvement and data among them.

Key words: Social networking, Commerce, Researchers, Users Education.

1. INTRODUCTION

Long range informal communication destinations as an idea has been differently characterized. One of such definitions portrays it as a multi-reason stage and an online innovation which can permit the sharing of recordings, content, sound and pictures in an increasingly community and intelligent way. Undoubtedly, the presentation of Social Networking destinations in this advanced period has truly upgraded cooperation and correspondence all inclusive. The reliance and dependence on Social Networking destinations by individuals over the globe in their everyday exercises make it essential for specialists to dependably discover increasingly about the impacts of these locales on clients. The present investigation chooses the illustrative study technique. The overview was directed among the postgraduate understudies and research researcher of Commerce division at Bangalore University in Jnanbharthi Campus Bangalore. The examination has decided for straightforward arbitrary testing. 100 polls flowed among the trade understudies and research researchers out of which 80 surveys were gathered back. Research procedures include both of the two noteworthy ideal models: quantitative and subjective methodologies. Quantitative research worldview has test irregularity, representativeness and high probability for important speculation as its center core interest. It likewise looks for and discover connections between the distinguished factors with high potential for objectivity with respect to the analyst. This part exhibits interpersonal interaction locales, presentation of the investigation, explanation of the issue, destinations of the examination, Scope and Limitation, inquire about structure, Data Collections and translation were received for the investigation.

1.1 Objective of the study:

- ❖ To find out the users who are effectively using Social Networking sites
- ❖ To know the favourite social networking sites by the users.
- ❖ To examine the purpose of using Social Networking Sites to the users.
- ❖ To find out the benefits of using social networking sites to the users.
- ❖ To know problems of using social Networking Sites.

1.2 Scope and Limitation of the study:

This research is confined to the Post Graduate Students and Ph.D. Research scholars of Commerce Department at Bangalore University, Jnanbharthi Campus Bangalore. Pursuing their master's degree and research in different field. The survey research study method was employed and a structured questionnaire was used to collect data from the desired sample. The data was collected from 97 questionnaire distributed out of which 89 students and research scholars were responded. The study limited to commerce department students and researchers at Bangalore university Janabharthi campus Bangalore.

2. ANALYSIS AND INTERPRETATION OF DATA

This study deals with the analysis and interpretation of data collected from the users in Department of Commerce at Bangalore University Jnanbharthi Campus in Bangalore. They are presented according to the research questions, and the responses were organized using rank weighted means and simple percentage frequencies.

Table1: Questionnaires distributed among students and Research scholars

S L No	Students & Research Scholars	No of questionnaires distributed	Responses	Percentage
1	PG Students	85	79	92.94%
2	Research scholars	12	10	83.33%
Total		97	89	91.75%

The above table 1 shows that the collected data is presented and analysed here. 97 questionnaires were distributed among PG students and Research Scholars. In that 85 questionnaires were distributed among PG Students out of which 79(92.94%) were respondents, and 12 Questionnaires were distributed by the Research scholars 10(83.33%) answered the questionnaires.

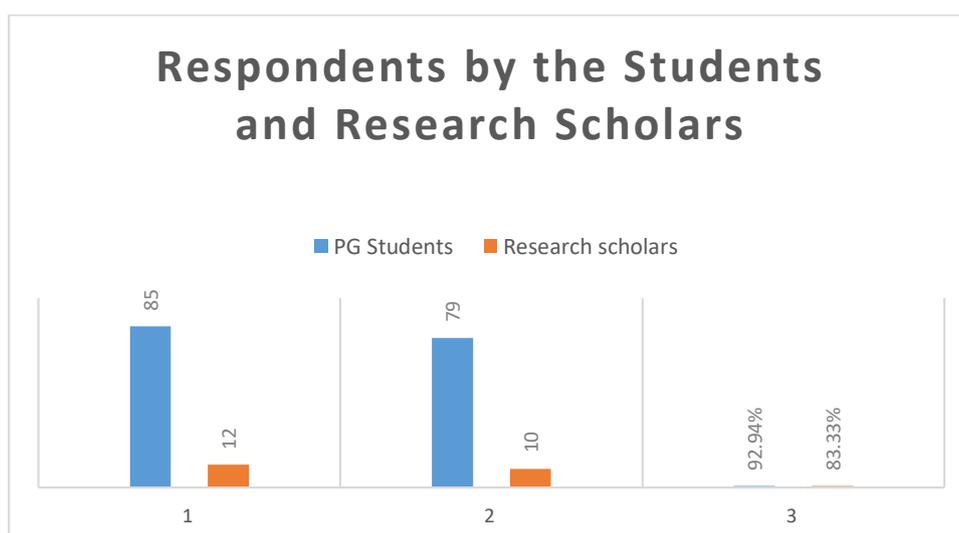
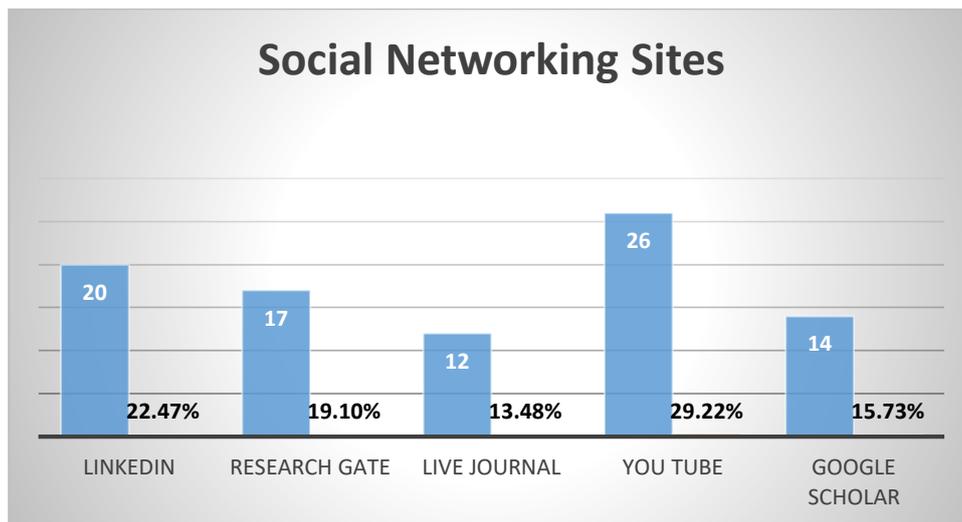


Fig- 1

Table 2: Using Social Networking Sites

S L No	Social Networking Sites	No of respondents	Percentage
1	LinkedIn	20	22.47%
2	Research gate	17	19.10%
3	Live journal	12	13.48%
4	You Tube	26	29.22%
5	Google Scholar	14	15.73%
Total		89	100%

From table 2 confined using aware of SNSs. In that Research gate 17(19.10%) of users they well aware, followed by LinkedIn 20(22.47%), live journal 13.48%, highest responses for You Tube 26 (29.22%), Google Scholar only 15.73% of users were respondents.

**Fig- 2****Table-3 User account in different SNSs**

SL No	Social Networking Sites	No of respondents	Percentage
1	Face book	32	35.95%
2	Twitter	17	19.10%
3	Google pulse	2	2.24%
4	what sap	36	40.44%
5	Instagram	1	1.12%
6	Messenger	1	1.12%
Total		89	100%

The table 3 demonstrates that the what sap was the first choice for the profile creator user account 40.44% respondents indicated that they had a created user account in WhatsApp sites, followed by Face book 33.95%, Twitter 19.10%, and finally Scholastic Instagram and messenger 1.12% were responded.

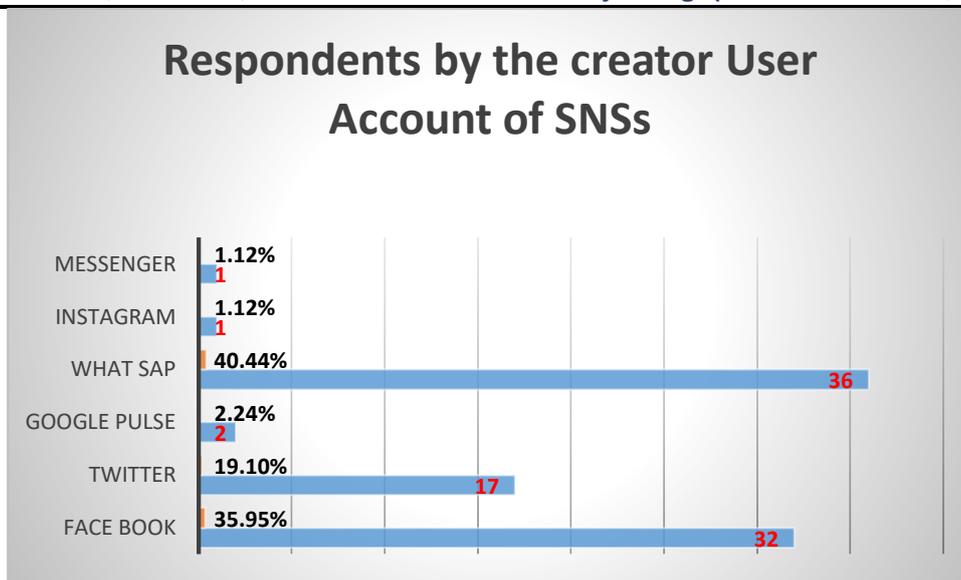


Fig- 4

Table -4: Favourite Social Networking Sites

SL No	Favourite social network	No of respondents	Percentage
1	Face book	38	42.70%
2	WhatsApp	45	50.56%
3	Twitter	4	4.50%
4	LinkedIn	2	2.24%
Total		89	100%

The above table 4 shows that favourite social networking sites by the users. There are 50.56% of respondents by whatsApp, followed by the 42.70% of respondents with Face book, 4.50% of users says Twitter, and 2.24% of respondents on LinkedIn.

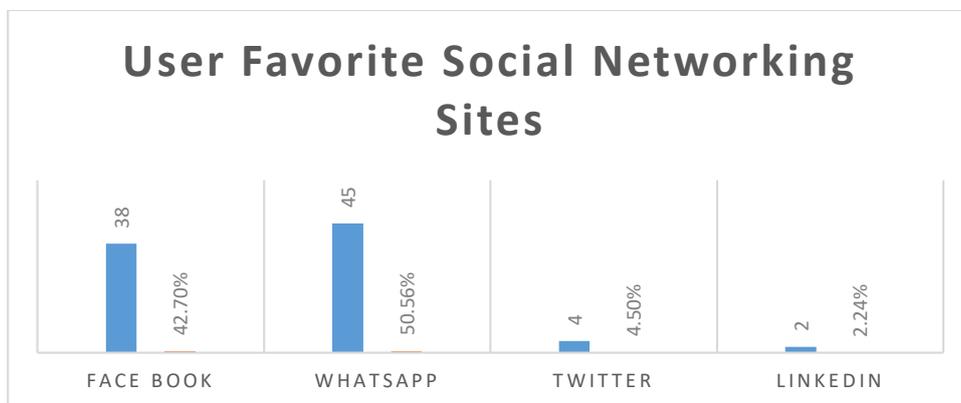
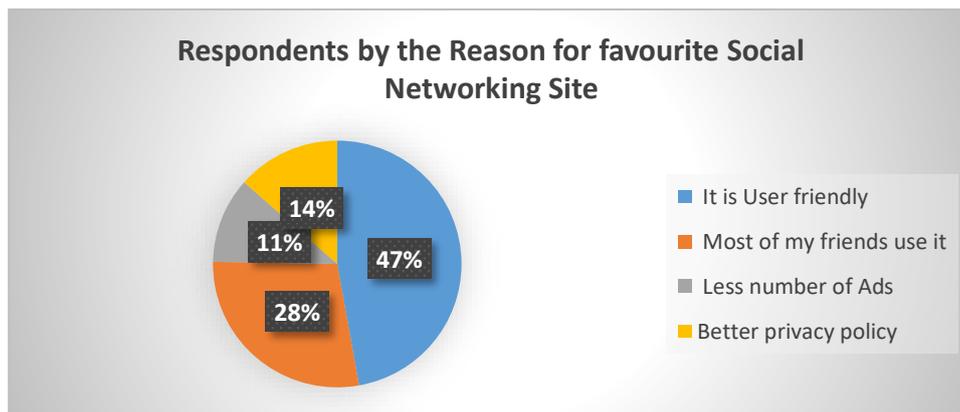


Fig -4

Table - 5: Reasons given for favourite networking sites

SL No	Reasons	No of respondents	Percentage
1	It is User friendly	42	47.19%
2	Most of my friends use it	25	28.08%
3	Less number of Ads	10	11.23%
4	Better privacy policy	12	13.50%
Total		89	100%

The table 5 examines the Reasons for favourite networking sites. 47.19% of respondents expressed their reason it is User friendly, followed by 28.08% their friends use it, with 13.50% Better privacy policy and only 11.23% of respondents for Less number of Ads.

**Fig- 5****Table- 6: Benefits of Using Social Networking sites**

SL No	Benefits	No of respondents	Percentage
1	It increases self-esteem and wellbeing	14	15.73%
2	It helps in strengthening interpersonal relationships	35	39.32%
3	It promote read and write web skills	22	24.72%
4	It helps in developing an e-portfolio for future employment	10	11.23%
5	Sharing information/work quickly	8	9.00 %
Total		89	100%

The above table 6 identifies that the benefits of using social networking sites. 15.73% of users says It increases self-esteem and wellbeing. 39.32% respondents expressed it develops interpersonal relationship. 24.72% said it promotes read and write web skills, and followed by 11.23% expressed as it helps in developing an e-portfolio for future employment. Finally 9.00 % of respondents expressed it supports for information sharing purpose.

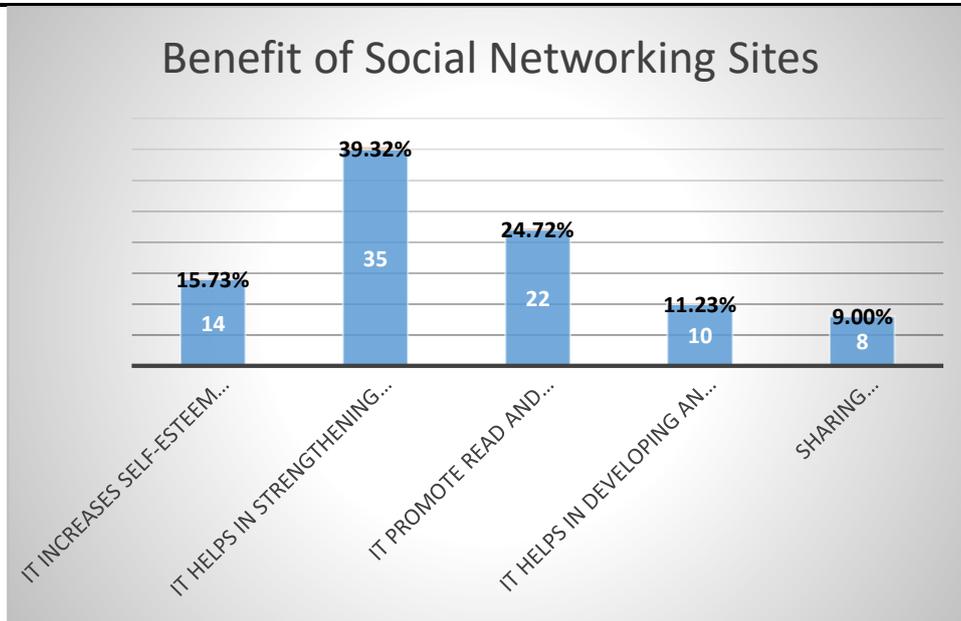


Fig- 6

Table-7: Problems in Using SNSs

SL No	Problems of using SNSs	No of respondents	Percentage
1	Time-consuming	31	34.83%
2	Fake identity	32	35.96%
3	Poor internet connectivity	17	19.10%
4	Lack of technical skill	9	10.11%
Total:		80	100%

Table 7 reveals the problems encountered by the respondents while using social Networking Sites. 35.96% of the respondents expressed that there are Fake identity, 34.83% encountered problem of Time-consuming, 19.10% of the respondents faced the problem with the Poor internet connectivity, 10.11% respondents submitted they are lack of technical skills.

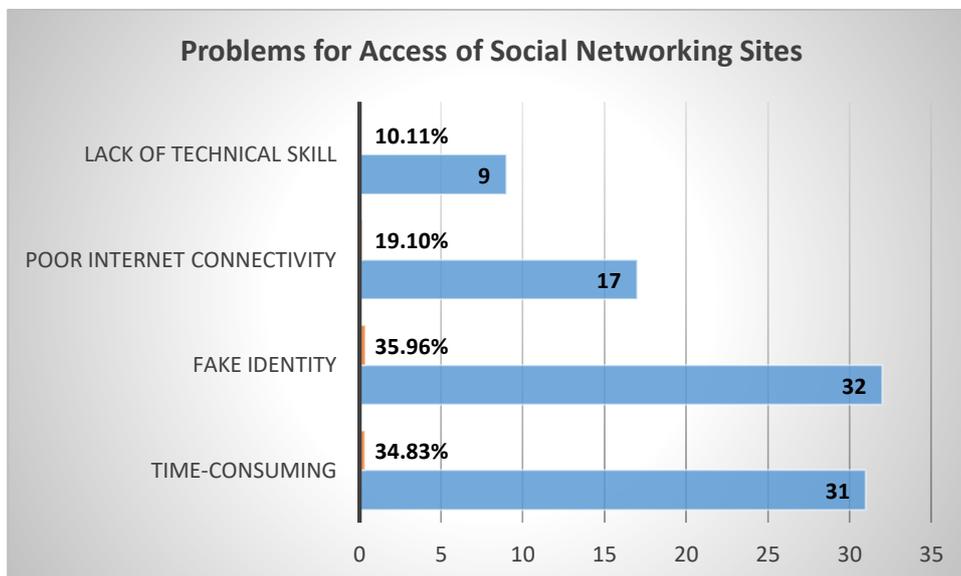
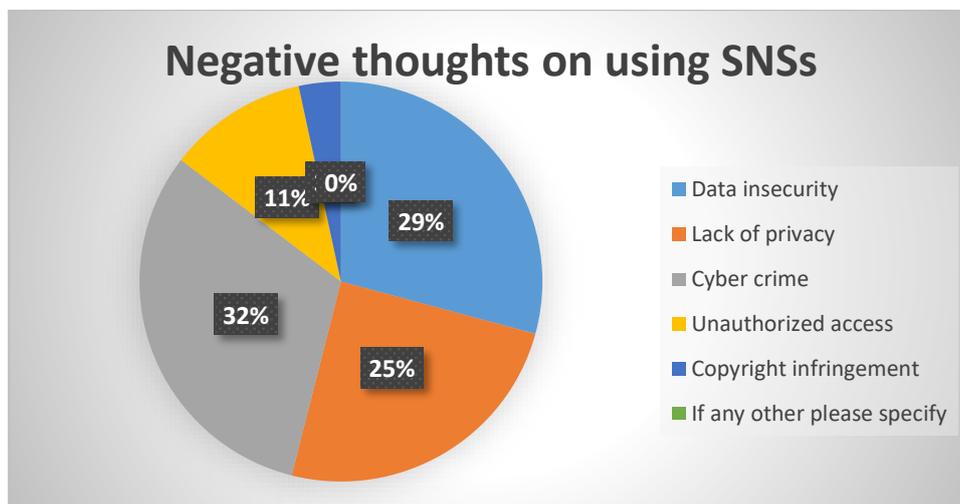


Fig- 8

Table – 8: Negative effect of Social Networking Sites

SL No	Negative thoughts	No of respondents	Percentage
1	Data insecurity	26	29.21%
2	Lack of privacy	22	24.71%
3	Cyber crime	28	31.46%
4	Unauthorized access	10	11.25%
5	Copyright infringement	3	3.37%
6	If any other please specify	0	0%
Total		89	100%

Table 8 highlights that 29.21% on Data insecurity, 24.71% respondents Lack of privacy. 31.46% respondents' on Cybercrime, 11.25% unauthorized access and few 3.37% respondents say on Copyright infringement.

**Fig – 8**

3. FINDINGS and SUGGESTIONS

3.1 Findings:

- The researcher observed that, WhatsApp is favourite for 50.56% of respondents, followed by the 42.70% of respondents with Face book.
- For the Reasons for favourite networking sites, 47.19% of respondents expressed it is User friendly, followed by 28.08%.
- As for as benefits of using social networking sites are concerned, 39.32% respondents expressed it develops interpersonal relationship followed by 24.72% said it promotes read and write web skills. Only 9.00 % of respondents expressed it supports for information sharing purpose.
- It is found that many problems encountered by the respondents while using social Networking Sites. Among them 35.96% of the respondents expressed that there are Fake identity, 34.83% encountered problem of Time-consuming, 19.10% of the respondents faced the problem with the Poor internet connectivity, 10.11% respondents submitted they are lack of technical skills.
- Researcher observed that the respondents highlights the problems arised from SNSs. 29.21% on Data insecurity, 24.71% respondents Lack of privacy. 31.46% respondents' on Cybercrime, 11.25% unauthorized access and few 3.37% respondents say on Copyright infringement.

3.2 Suggestions:

In view of the discoveries, the scientists made a few proposals as pursues;

- * Since the examination affirmed that the utilization of Social Networking destinations had influenced the scholarly presentation of understudies contrarily, 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.
- * It is additionally suggested that clients be informed during direction concerning the perils of dependence on long range interpersonal communication destinations. They ought to be acquainted with destinations that can add esteems to their scholastic work and research.
- * The positive and negative impacts of informal communication destinations on the understudies, specialists ought to be disclosed to them by specialists (analyst, humanist, and so on.); the utilization of innovation gadgets during guidance time ought to be constrained as well as averted on account of negative effects on understudies' fixation in the schools/colleges; the exploration ought to be performed on understudies at various dimensions so as to sum up the discoveries.
- * Social systems administration locales are make the virtual learning condition as indicated by the investigation it tends to be presumed that long range informal communication destinations are utilizing explicit instructive needs of every understudy and researchers can be helpful instrument for improving scholarly research exercises.

4. Conclusion:

Our examination has analyzed and assessed the basic Role of Social Networking locales in scholastic work of PG understudies and research researchers of Commerce staff in Bangalore University, Bangalore. With headway in innovation and increment in web utilization, Social Networking locales 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 standards of conduct towards Social Networking destinations utilization. In the event that Social Networking destinations are utilized in a positive way it can support understudies and specialists in picking up information that can be utilized to upgrade their scholastic execution. I conclude with important statement that; the library community has more responsibility in streamlining the resharing in Social networks and building career of students in more focused manner.

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