
A COMPARATIVE STUDY OF USE OF INTERNET AND SOCIAL NETWORKING SITES BY UNDERGRADUATE STUDENTS IN GOVERNMENT AND PRIVATE COLLEGES

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ABSTRACT

This study is based on a survey of 100 undergraduate students of session (2020-2021) studying in government and private colleges of S. A. S. District of Punjab Students of both the gender constitute the population of this study. Internet and social networking sites Attitude scale ISNSAS-SSDP, developed by Sarkar and Das (2017) was used for data collection. Descriptive statistics and t-test with $P < 0.05$ level of significance were used for data analysis. Results show no significant differences among government and private undergraduate students as well as male and female students studying in both types of colleges.

Key words: Internet, Social Networking sites, Undergraduate students, Government, Private.

INTRODUCTION

The present age of society is deeply associated with the use of internet. This is the age of internet and virtual world. The word "Internet" refers to international network. The internet itself is a neutral device originally designed to facilitate research among academic and military agencies. In 21st century there is a tremendous growth in information technology and various modes of using it. Now the whole world is connected and working on the concept of "Global Village." The boundaries of the countries are no more restriction for anyone to connect, communicate and share. The learning has no limitation for learner. The quick and easy access of Internet and social networking sites made the learning full of fun and interest. Social networking sites such as Facebook and MySpace have become popular among millions of users including students of all

ages. There are ongoing discussions over the potential of these sites to support teaching and learning, particularly to complement traditional or online classroom activities. (Santos, Hammond, Durli, Chou, 2009).

Internet also proved as an easy mode of entertainment, general awareness, communication, sharing, connecting the distant relationship and to explore the new avenues of interest. It is available at any time and any place at very reasonable price. As it is very handy and become the part and parcel of present life. Use of mobile phone, tablets, laptop, computers etc. by all age groups is the fashion of the day. It enriches our lives by providing information, social networking, gaming, entertainment, and connections to people all over the world. Now internet is used extensively for the purpose of communication. Today most of the people especially the youngsters are hooked to internet by different social networking sites to feel in touch with their peers. As one young person said in recent focus group meeting, “take away my mobile phone and you take away part of me”. Research shows that most popular social media platforms among students are Whatsapp (83.3%), Facebook(78.0%), Twitter(12.8%), LinkedIn(7.9%) Instagram(7.5%), Imo(2.6%), Snapchat(1.8%), Myspace(1.3%) and Skype(0.9%) (Pathak, 2022).

Ellison and Boyd (2013) defined social networking sites as “a networked communication platform in which participants (1) have uniquely identifiable profiles that consist of user-supplied content, content provided by other users, and/or system-level data; (2) can publicly articulate connections that can be viewed and traversed by others; and (3) can consume, produce, and/or interact with streams of user-generated content provided by their connections on the site”

REVIEW OF RELATED LITERATURE

Tafesse, (2022) found moderate use of social networking sites is positively associated with academic performance, while heavy use is negatively associated with academic performance. These findings highlight the crucial role that the intensity of social networking sites use play in shaping the influence of social networking sites on college students’ academic performance.

Kitazawa, Yoshimura, Hitokoto et al. (2019) concluded that there is significant negative correlation between Japanese youth’s happiness and PIU. Additionally, happiness was also

positively related to number of Twitter follows and female gender and negatively related to poor sleep and number of school days skipped.”

Sharma (2018) in his study “Internet Addiction and Mental Health of Adolescents” reveals that “Addictive use of the internet is a new phenomenon that many practitioners are unaware of and subsequently unprepared to treat. Some therapists are unfamiliar with the Internet making its seduction difficult to understand; other times its impact on the individual’s life is minimized.”

Pineiro (2016) viewed that social media usage did not correlate with self-esteem levels. Higher social media usage could correlate with lower self-esteem.

Ghose and Thakurta (2013) observed that furthermore social media depends on mobile and web-based technologies to create highly interactive platforms, through which individuals and communities distribute, co-create, argue, and modify user generated content. It introduces extensive and persistent changes to communication between organizations, communities and individuals.

Clarke - Pearson, O’ Keeffe (2011) finds in their paediatrics clinical report relating to the impact of social media on children, adolescents and families that it is the most common activity in young, adolescents and adults. It was reported that 22% of teenagers engage in social networking at least ten times a day and more than half of the teens report that they engage in social networking at least one time a day.

Jeelani (2011) observed that this is only through education and the integration of ICT in education that one can teach students to be participants in the growth process in this era of rapid change.

Pew internet and American life project revealed that more than 70% of the youth and young adults (Age 12-29) who use Internet uses social sites(Lenhart et. al.,2010)

Khan (2009) Students who are involve in internet regularly, most of time, have bad academic performance. Essentially, online networking is contrarily connected with the student’s education and is significantly more ground- breaking than its points of interest.

Dash (2007) stated that ICT is a new paradigm of the teaching-learning process; we must accept the new technology and use ICT as a tool of teaching learning process.

NEED OF THE STUDY

This is the age of communication tools. The whole world is open at one click. With the advent of broadband and mobile phones and easy, quick and economic access to internet offering young people a pack of entertainment, knowledge, information, interaction and communication any place, any time. Now person of any age either they are children, young adults and elders spending many hours daily on internet surfing. In present scenario due to COVID-19 internet and social networking sites promote the MOOC (massive open online course) open and distance study which helps the all learners over the whole world.

Use of information technology in day-to-day basis touched every sphere of life. Now the classroom has no boundaries. Now use of internet and social networking sites is part and parcel of everybody's life. The proposed research study is related to the hot topic of the day and its various pros and cons on its users especially undergraduates students section.

OBJECTIVES

- To study and compare the use of internet and social networking sites by undergraduate students of government and private colleges.
- To study and compare the use of internet and social networking sites by male and female undergraduate students studying in government colleges.
- To study and compare the use of internet and social networking sites by male and female undergraduate students studying in private colleges.

HYPOTHESES OF THE STUDY

Followings are the hypotheses of research study:

1. There exists significant difference among the undergraduate students of the Government and Private colleges in the use of internet and other social networking sites.

2. There exists significant difference among male and female undergraduate students of the Government colleges in the use of internet and other social networking sites.
3. There exists significant difference among male and female undergraduate students of the Private colleges in the use of internet and other social networking sites.

SAMPLE OF THE STUDY

Sample comprised of 100 male and female students from Government and Private Colleges in equal number.

TOOL USED

Internet and social networking sites Attitude scale ISNSAS-SSDP, developed by **Sarkar and Das (2017)** was used.

STATISTICAL TOOLS

The following statistical techniques were used.

- Descriptive statistics such as Mean, Standard Deviation
- t-test employed to find the significance of difference between the different groups

DESIGN OF THE STUDY

The hypothesis of the study is the boon of the research problem. This can be tested by the systematic procedure of collecting the data related to the problem of the study. In the present study according to the nature of research questions and objectives, descriptive survey method is most accurate method and used for this study. Descriptive research study is designed to obtain pertinent and precise information concerning the current status of the phenomena and whenever possible to draw valid general conclusions from the facts discovered. This method is not merely gathering data but interpreting meaning and significance of what is described. It involves

existing evidence thereby involves measurements, classifications, interpretation and evaluation. The present interest was primarily designed to determine the usage of internet and other social media sites by the undergraduate students of government and private colleges.

RESULTS AND DISCUSSION

HYPOTHESES TESTING

HYPOTHESES 1: There exists significant difference between male and female undergraduate students of the government and private colleges in the usage of internet and other social networking sites

Table 1

Group statistics of undergraduate students regarding usage of internet and social networking sites (SNS) –Government colleges Vs. Private colleges

Dimension	Type of College	N	Mean (M)	Standard deviation (SD)	t-value	Df	Level of Significance
Internet & SNS	Government	50	190.80	12.733	0.0043	98	Not Significant
	Private	50	184.96	19.354			

Results

Table 1 shows the statistical values of the undergraduate students of Government and Private College regarding the usage of Internet and social networking sites. The mean scores of the undergraduate students of Government colleges is 190.80 and undergraduate students of Private College is 184.96 respectively. The standard deviation is 12.733 and 19.354 respectively in

Government and Private College. The t-value between the two groups in the usage of internet and social networking sites is 0.0043 for the students of Government and Private Colleges.

Discussion of results

The t-value between two different types of Colleges i.e. Government and Private regarding the usage of Internet and social networking sites is 0.0043. It is found that the t-value is not significant which means that the two groups have not real intrinsic difference and this difference is not significant. The hypothesis stated that “There exists significant difference in the usage of Internet and social networking sites between the undergraduate students of Government and Private Colleges” is rejected.

HYPOTHESES 2: “There exists significant difference in the usage of internet and social networking sites among male and female undergraduate students studying in government colleges.”

Table 2

Group statistics of undergraduate students of Government College regarding usage of internet and social networking sites (SNS) – Male students Vs. Female students

Dimension	Type of College	Gender	N	Mean (M)	Standard deviation (SD)	t-value	Level of Significance
Internet & SNS	Government	Male	25	190	13.6	0.0026	Not Significant
	Govrnment	Female	25	191.60	11.92		

Results

Table 2 shows the statistical values of male and female undergraduate students of Government College regarding the usage of Internet and social networking sites. The mean scores of both male and female students of Government College are 190 and 191.60 respectively.

The standard deviation is 13.6 and 11.92 respectively of male and female students in Government College. The t-value regarding usage of internet and social networking sites is 0.00267 of male and female students of government colleges.

Discussion of results

The t-value between male and female undergraduates in Government College regarding the usage of Internet and social networking sites is 0.0026. It is found that the t-value is not significant, which means that the hypothesis stated that “There exists significant difference in the usage of Internet and social networking sites between male and female undergraduate students of Government College” is rejected.

HYPOTHESES 3: “There exists significant difference in the usage of internet and other social networking sites among male and female undergraduate students of the Private colleges.”

Table 3

Group statistics of undergraduate students of Private colleges regarding usage of internet and social networking sites (SNS) – Male students Vs. Female students

Dimension	Type of College	Gender	N	Mean (M)	Standard deviation (SD)	t-value	Level of Significance
Internet & SNS	Government	Male	25	186.72	19.981	0.0025	Not significant
	Government	Female	25	183.20	18.523		

Results

Table 3 reveals the statistical values of male and female undergraduate students of Private College regarding the use of Internet and social networking sites. The mean scores of Male and female students are 186.72 and 183.20 respectively.

The standard deviation of male and female students of Private College is 19.981 and 18.523 respectively. The t-value regarding usage of internet and social networking sites is 0.0025 in the male and female students of Private Colleges.

Discussion of results

The t-value between male and female undergraduates in Private Colleges regarding the usage of Internet and social networking sites is 0.002575. It is found that the t-value is not significant, which means that the hypothesis stated that “There is significant difference between the usage of Internet and social networking sites between male and female undergraduate students of Private College” is rejected.

DELIMITATIONS OF THE STUDY

The study has following delimitations:-

- The sample of the study is comprised of 100 undergraduate students from different types of colleges i.e. Government and Private.
- Only one tool attitude scale on internet and social networking sites scale developed and standardized by Sarkar and Das (2017) was used.
- The area covering the survey population is limited to the state of Punjab only.

RECOMMENDATIONS FOR FUTHER RESEARCH

1. Due to pandemic of COVID-19 the present study was limited to small targeted population by using various communication modes.
2. This study is limited to state Punjab. Such studies can be conducted in other parts of country, where there is poor access of modern life facilities.
3. Large population should be covered for more accuracy of findings and conclusions.

4. The scope of study is limited. Other variables like intelligence, socio-economic status, mental health, social behaviour etc. can be part of such further studies.
5. This study is limited to undergraduate students only. Present study can be conducted on other levels of education.

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