A study on Adoption and Usage of Social Network Sites among Pre-University College Students

Dr. Deva Prasad Francis
1Assistant Professor, CMS Jain University, Bangalore.

**Abstract:** Social network sites extend collaboration to users around the world. Also, create opportunity to the student users. Sometimes, social media makes students-users popular and expressive by opening many social outlets, at times escapism, loneliness, and social issues. Therefore, the objective of the study aims at probing adoption level, usage level, friends’ level, and purpose of use of social network sites among student users of pre-university colleges from the geographical region, Bangalore Urban. The knowledge might helpful to the concerning specialists. To collect data, appropriate standardized SNS scale sought and adopted. Besides, random proportionate sampling technique with the descriptive method was used for the study. Also, empirical survey study of 700 college students at 30 pre-university colleges were chosen from the sampling frame, the percentage statistical analysis shows high rate of adoption, moderate level of usage, and low level of intensity among the categories of student users.

**Key words:** Social network sites usage, Students adoption of SNS, Social networking, student social media trend.

**Introduction**

Certainly, people network with others in society as never before due to digital network communication, as much as, the need and scarcity that brought people together long ago. For instance, the emerging context of present network communication, once served the defense departments to coordinate activities to command over the enemies, then, the business enterprises applied to coordinate business firms. Later, the virtual community utilized it for the social engagements, adding SNS apps, meeting users’ social needs (Castells, 2010). The network technology serves global community for social and community building purposes. SNS serves governments for public engagements, for disseminating information, policymaking, recruitment, generating awareness, and educational interests. In fact, SNS supports community growth.

Sociology of SNS, essentially, deals with the users’ interaction and governance, communication and contact, and the symbols of SNS innovation. The rise of social media brought several changes to the contemporary society as a phenomenon. Besides, the emergence of social network sites affects users’ social network behavior among users’ demographic categories. Such an investigation and study is useful in understanding the ushering problems of people that is dealt in the disciplines of social psychology and sociology. By enquiring into questions of, what type of population succumbs to media adoption and its usage? Who are the early adopters and who are the late adopters? What is their social and economic background? How does media adoption might affect individuals’ opportunity for growth in society? Such questions are helpful in assessing the reach of the social media technology and its purpose in society. In fact, research support in describing the social phenomenon finding useful solutions to the emerging issues in the society. Similarly, SNS adoption strengthens communication and contact, community feeling, and users’ interest in society. Thus, user’s social life makes an extension through network media to create communities.

**Theoretical Framework:** The theoretical framework of the study rooted in Social constructionism that believes man has the potential to construct his future through meaningful interaction subjected to human interpretation. Accordingly, people interact, make meaning, interpret, and innovate according to the changing needs of the society. Besides, theories involving adoption and perception of media users also constitute framework of the study. Thus, the study on network users’ community approached individually and as a community connecting users’ to mitigate users’ community and to understand the phenomenon accordingly.

**Methodology**

**Statement of Problem:** Social network sites make a hit with many young people for various reasons;
yet, lack of knowledge prevails to sketch users’ demographic parameters. For example who uses SNS more, what purpose for which they use, what is the adoption level so on. Since, students who are between the age group of 15 to 18 years, studying pre-university require guidance; investigation regarding SNS usage will help teachers and academicians in a great way. Even though many studies have been conducted in different parts of the globe concerning students SNS usage, the present study will throw some light in this part of the region to deal with issues relating to SNS by providing demographic distribution of SNS usage among pre-university student. Issues such as cyber addiction, cyber bulling, drug dealing, indecent picture posting, obscene use of language in chatting, ragging, and so on, can be controlled when knowledge provided on students SNS usage, friends circle, purpose and the demography. On a positive side, spreading information, awareness campaigning, academic collaboration of student, linking educational and job portals, career guidance programs and so on, are the things also require information regarding demography of the users. Hence, the present study will pitch in assisting not only dealing with such problems, but also prospects of the students of this age group in the future.

**Question:** The research questions enquire into: what is the status of SNS adoption and usage among PUC population categories? How the SNS diffusion distributed among the students? Through which, the research seeks to find out SNS effect, describe perception, and compare users categories. Since, SNS is an online platform that provide users with facilities, to connect, access information, communicate messages, construct profiles, share interests, cooperate and relate with people with affordable price of usage time and skills of use (Lampe, Ellison, & Steinfield, 2007). As a variable, the knowledge of population category serves utility for social causes.

**Design:** The research adapts to the cross-sectional study of the population, drawn from 30 colleges, through proportionate random sampling method. The collection of data was carried out though the appropriate standardized tool in the form of structured questionnaire. The design aimed at rigid description of the information prevailing in the field study. The targeting population for the study comprised of regular pre-university students of Bangalore city. Similarly, the institutions selected were from the functioning government and private colleges. Nearly 700 samples were drawn from the students, and the information drawn with the help of self-administer questionnaire.

**The Instrument:** The standardized tool universally adopted was implemented for data collection after verifying validity and reliability principles. The first measure is to identify the adoption level of students to SNS media. The question, Do you use social network site? The options are ‘yes’ and ‘no’, if they say yes which means adoption has taken place otherwise no adoption has happened. The second question, how many hours do you use social network sites? Five choices will be given to the respondents, 10-30 minutes, 31 to 60 minutes, 1 hour to 2 hours, 2-3 hours, 3 and above. The third question, how many friends do you have in social network sites? Five choices were given, 10-50, 51-100, 101-150, 151-200, and above 200 friends. Lastly, for what purpose do you use social network sites, belonging, information-communication, Goal achievement, Self expression, Value. Thus, the students’ demography is gauzed on these parameters.

**Review of Literature**

The study gathers information concerning prior research to identify, develop and acknowledge works undergone under the areas of social network sites adoption, usage, friends and purpose to users’ social and academic benefits. The users SNS adoption create bandwagon effect, linking face-to-face with online community, and identity sharing behavior among the users as placed in the following table. Similarly, SNS usage is found to be more among young students and more among female than male students. Also those who use more at times get more social opportunity to social and community oriented behaviors. In the areas friends, due to profile structure people are able to increase their friends’ base in network sites. Even, SNS helps in familiarizing college students when newly entering colleges, to build acquaintance with others. In w way, the purpose of SNS indicate identity sharing, brand promotion, seeking information, confidence building, and for educational purposes. Thus the literature surveyed documented and presented in the following table succinctly highlights the SNS usage with the complements.

Besides, the overall review highlights points supporting and opposing use of SNS among the users’ community according to the purposes. The reviewed literatures show empirical studies,
emphasizing user’s perception to the study and the settings. The development of information pertains to the adoption, time, friends, and purpose in relation to SNS spheres indeed influences student demography and this paper attempt in analyzing, so as to, find out the users’ meaning of the subject.

Findings and analysis

Adoption: SNS adoption shows positive response and high level of acceptance among all categories of user (Figure 1). Categories of users cut across gender, income, GPA, discipline, religion, and caste. The measurement of percentage depicted in vertical axis and SNS adoption in the horizontal axis. The findings show Technology adoption, slowly, changing the user’s population among categories. SNS renew users’ categories, causing influx into the existing network generation. Increasing users joining will create new social issues and opportunities for the upcoming users.

Usage: Time spent in SNS differs among the categories of users (Figure 2). Times spent on SNS related activities create hydraulic-effect and Users’ usage time influences the perception (Rogers, 1983, pp. 1-4). The changing perception influence and create the phenomenon of social network sites among the social categories, so as to, expect the diversified effect among the population of users. The distribution of SNS usage among the users’ categories, at times divides on economic lines, in some cases group solidarity also evident from the results. Therefore, users’ perception and adoption of usage will influence the policies and plans regarding the sites.

Friends: Friends group within SNS (Figure 3). Most of the categories of students who adopt SNS have high level of friendship circle in the network constellation. These friendship circles, even though, equally found robust in all the groups, there are minor differences shown in gender, income, religion and caste categories. Suppose the social media divide groups, then, the gender conflict, income disparity, academic disengagement, religious segregation, and caste hierarchy might reorganize and reconstitute among the SNS users, developing into a threshold of re-fusion rather than diffusion leading to a lag in cultural development.

Purpose: SNS purpose with categories (Figure 4). The motive of users measures the priority of the Technology. SNS serves user’s need of information and communication for the survival. The social function of ICT is imminent for the compound–complex society as against simple society. The grammar of peer culture, especially, learning, acting, and developing at the adolescent and youthful stage of human individuals comes from society at large from peers and media outlets that SNS facilitate and provide, thus, the users popularity lean on to ICT, designed in the form of SNS.

The millennial digital network generation use technology to connect, contact, contribute, convert, and contaminate information to groups of interest. The Social network sites make individuals more powerful to voice out opinions against social issues. In support, the current study reveals the cost of technological adoption is much faster and immediate to different social groups in comparison to face-to-face communication. The affordability factor plays a significant role in adoption and usage of technology. Generically, Liberal use of social media network as a blessing in the hands of wise and disguise in the hands troublesome.

Discussion and Conclusion

The focus of the paper aims at knowing the type of social group that uses social network sites among the pre-university students. The findings reveal adoption and usage among male gender group is higher than the female users. Therefore there is gender difference in social network sites usage among pre-university students of this region. Similarly, there is difference in social network sites usage among pre-university students based on income groups, where higher income group users usage goes higher than that of their counterpart parts. This has implication for the policy makers of social media in society. Thus, SNS does not homogenize users categories, the users belonging to different socio demographic background of the community get a divide due to deprivation in media oriented opportunities. The socio-economic factors indirectly mount up imbalance in the infrastructure of the society, inflicting user’s conflicts in community on issues. Such kind of conflict commonly surface in the name of group loyalty and identity.

To conclude, student users’ adoption and usage show significant impact among male, high income, commerce student group. Overall analysis show high diffusion of SNS among students’ categories. Social network sites spread information, bring group together, and influence ideas on individuals
and groups. The present study confirms user’s adoption and usage quiet high that cause in developing social habits in students. However, the paper is subjected to limitations; firstly, the present work is the part of the major work that tailored to the present requirement. In addition, the focus of the study was limited due to time and budget constrain. Despite that, this article believes, “Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.”(Amy Jo Martin).

Bibliography


Mehmood, S., & Taswir, T. (2013). The Effects of Social Networking Sites on the Academic Performance of Students in College of


Appendix

### Table 1: Studies related to indicated SNS parameters

<table>
<thead>
<tr>
<th>SNS</th>
<th>SOCAL</th>
<th>ACADEMIC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adoption</strong></td>
<td>User’s off and on line activity to bandwagon effect (Fu, Jaelen, &amp; Seng, 2012), Face-to-face network to online community (Adamic, Buyukkokten, &amp; Adar, 2003), SNS community prompt to identity sharing (Stutzman, 2006), SNS lead to positive face-to-face communication (Jacobsen &amp; Forste, 2011).</td>
<td>SNS to Social enhancement and Social compensation (Jolene et., 2008), Off and On users to find SNS Interaction effect (Goldenberg &amp; Zheng, 2007) SNS popularity leads to personality trait (Quercia et. 2010).</td>
</tr>
<tr>
<td><strong>Usage</strong></td>
<td>SNS usage rate to networking with friends, Female use more, young students use more. (Tham &amp; Ahmed, 2011)</td>
<td>SNS strengthen community relationships (Wellman, Boase, &amp; Chen, 2002)</td>
</tr>
<tr>
<td><strong>Friends</strong></td>
<td>Profile structure to Number of friends (Lampe, Ellison, &amp; Steinfield, 2007), SNS to manage stress in academic performance (Georgea, 2013)</td>
<td>SNS leads to student’s familiarity when newly enter colleges (DeAndrea, Ellison, LaRose, Steinfield, &amp; Fiore, 2011), SNS builds interpersonal relationship with friends and reduces same with parents (lie, 2013). Facebook to subtle emotion decoding to identity protection to academic performance (Bjerregaard, 2010)</td>
</tr>
<tr>
<td><strong>Purpose</strong></td>
<td>SNS Identity to brand promotion (marketing) (Jothi, Neelamalar, &amp; Prasad, 2011), SNS use among students for information purpose (Mehmood &amp; Taswir, 2013) SNS lead to multi-tasking (Golub</td>
<td>SNS Usage to Social confidence (Valenzuela, Park, &amp; Ke, 2008) SNS and social capital (Francis &amp; Scaria, 2013).</td>
</tr>
</tbody>
</table>
Results

Table 2 SNS Penetration among Student Demography in Relative Frequency

<table>
<thead>
<tr>
<th>SNS</th>
<th>Genders</th>
<th>Age</th>
<th>Income</th>
<th>Caste</th>
<th>Religion</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Male</td>
<td>Female</td>
<td>15</td>
<td>16</td>
<td>17</td>
</tr>
<tr>
<td>Adoption</td>
<td>.89</td>
<td>.82</td>
<td>.80</td>
<td>.84</td>
<td>.92</td>
</tr>
<tr>
<td>Usage</td>
<td>.93</td>
<td>.94</td>
<td>.92</td>
<td>.95</td>
<td>.92</td>
</tr>
<tr>
<td>Friends</td>
<td>.27</td>
<td>.22</td>
<td>.19</td>
<td>.23</td>
<td>.31</td>
</tr>
<tr>
<td>Info.com</td>
<td>.49</td>
<td>.49</td>
<td>.47</td>
<td>.48</td>
<td>.53</td>
</tr>
<tr>
<td>Daily</td>
<td>.31</td>
<td>.26</td>
<td>.21</td>
<td>.26</td>
<td>.40</td>
</tr>
<tr>
<td>Intensity</td>
<td>.50</td>
<td>.43</td>
<td>.46</td>
<td>.44</td>
<td>.52</td>
</tr>
</tbody>
</table>

Note: Minimum 10 min - 3 Hours, >200 friends, High intensity in the intensity scale

Adoption of SNS among pre-university students according to demography

Figure 1 SNS Adoption among Student Categories

Usage of SNS among pre-university students according to demography
Figure 2 SNS Usage among Users Categories

Friends within SNS among pre-university students according to demography

Figure 3 SNS Friends among Student's Categories

Purpose of SNS use among pre-university students according to demography
Figure 4 SNS Purpose among Student Categories