

Social Networking Sites Usage By Faculty At Engineering Colleges In Hassan: A Survey

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Abstract: The innovation in the information and communication technology and web application has brought new avatar of two ways communication. Which is usually referred as web.2.0. The web 2.0 based applications such as Face Book, Twitter, MySpace, Wiki, Blogs, YouTube, Orkut, LinkedIn, etc brings new paradigm shift in the e-communication and learning by the people of all age groups and genders in real time round the clock. The study aimed at analyzing the use of social networking sites and its impact among the faculties of engineering colleges in Hassan district of Karnataka state.

Key words: Social networking sites; Engineering Colleges Hassan: Social media; Web.2.0

1. Introduction:

The social networking is way of 21st century communication now. The social networking refers to a process of building relationship among groups of people who have common interest (Suraweera et al, 2011). Social networking sites allow users to share ideas, activities, events and interest of within the individual network. Social networking sites are a category of online community sites which integrate three common features: profiles, friends, and comments. Basically, social networking sites are based around profiles, which are a form of individual home page that provide a description of each member. This description may include demographics i.e. age, gender, but most often includes information of a more personal nature i.e. pictures, personal blogs.

Social networking sites are also being used by wide range of students and teachers as a communication tool. Though every engineering college seems to have a Face book page, Twitter account and You Tube channel, there are some exceptional colleges who have truly done great things in social media, becoming influencers and barnstormers online. Students and fans can interact with college professors, athletics, and admissions

on social media outlets and these 04 colleges are doing it in a really interesting way. Use of social network by the libraries are also increased and being used to communicate with more potential library users.

2. Review of related literature:

Internationally, good numbers of studies have been done on use of social networking sites and nearly all find that social networks are use most prevalent amongst younger, more educated people. **Ji-Hong Park** (2010) says social networking sites (SNSs) are gaining popularity in various areas. Library and information services also are attempting to utilize them for increasing the library user traffic. Considering the lack of SNS studies in academic library services and various SNS usage patterns according to user type, it is necessary to compare the usage patterns across different user groups. Author says that thus aims to explore the usages of a SNS by different university users. Data were collected through semi-structured and open-ended interviews conducted with undergraduates, graduates, and faculty members at Yonsei University in Seoul, South Korea. Data were analyzed according to the three groups (undergraduates, graduates, and faculty members) and within each group SNS user perception and use were examined across the three different user activity groups (active users, semi-active users, and non-active users). The analyses indicated that the three groups of users demonstrated distinct patterns of SNS use. Although undergraduates used the profile service more than the community service, graduates used the community more than the profile service. Most faculty members were not active users. Six factors that affected these different usage patterns were identified: desire for expression, peer influences, familiarity with information technologies and sensitivity to privacy, nature of using the internet, and perception of the SNS. This study differentiated approach is necessary for SNS-based academic library services. This study makes useful and initial suggestions for implementing SNS-based library and information service in academic settings.

Mohamed and Sumitha (2011) purpose of this study was to investigate the perception and use of social networking sites by the students of Calicut University, Kerala. Structured questionnaires were used to collect data from a representative sample

of 150 students. The study found that a majority of the students were aware of social networking sites and use these sites for friendly communication. Orkut was the most popular and used social networking site than Facebook and MySpace. A number of students visited social networking sites twice a week and always send scraps and meet new friends. Though the students indicated that lack of security and privacy are the main concerns of social networking sites, a majority of them used their real names and photos in their profiles

Jahan and Ahmed (2012) described the reports the results of perceptions of academic use of social networking sites (SNSs) by students of the University of Dhaka, Bangladesh. A survey questionnaire was designed and distributed to gather data for this study. The results indicate a positive attitude towards academic use of SNSs by the students. Although there are some differences in terms of students' opinions on academic applications of SNSs, these differences are largely due to the fact that the use of these sites in academic contexts is not well-defined. The higher academic institutions need to devise appropriate policies and strategies on how they can utilize social networking sites to support education and learning beyond the classroom.

Kindi and Alhashmi (2012) narrated the Social networking sites (SNSs) have become a popular method for students to share information and knowledge and to express emotions. They enable students to exchange video files, text messages, pictures and knowledge sharing. They provide an opportunity for students to improve social networking and learning processes, which promotes knowledge in society. Purposes: This paper intends to address the factors motivating students at colleges to use SNSs, to identify the factors that motivate them in using SNSs for educational purposes and to identify the most popular SNSs among students. The study uses a questionnaire in order to discover the reasons behind the use of SNSs by students at Shinas College of Technology (ShCT) in Oman. The study found that the major reasons for frequent use of SNSs are finding information and sharing news. The study also indicated that lack of experience as well as insufficient time and IT skills are effective factors of not using SNSs. Finally, the study discovered that Google Groups, Facebook

and Yahoo! 360 are the most popular SNSs used by SHCT students. Author says that the study was limited to ShCT students, which is considered a small community, and the focus group was relatively small. A larger focus group in a different environment may possibly yield different results. Additionally, the list of SNSs listed in the questionnaire was based on previous studies discussed in the literature review. This research will be valuable for those interested in the subject of social networks and e-learning. In this area, there is a dearth of research on reasons for student use of SNSs in Oman, giving this particular research great importance to understanding the way that students interact with SNSs sites.

3. Study Methodology:

The primary data was collected by survey method. The investigator has prepared a detailed questionnaire and personally distributed to all the library users selected under the study. Totally 100 questionnaires were distributed to the users in 04 Engineering college faculties. Out of 100 questionnaires distributed 86 filled in questionnaire were received. The total response rate is 86% which can be considered as a true representation of the user's population under study.

4. Objectives of the study:

1. To know the awareness and use of SNSs.
2. To find out the purpose of using SNSs
3. To find out the frequency of using SNSs
4. To find out the most used tools for accessing SNSs.
5. To identify the problem faced by users while using SNSs.
6. To find out the influence of internet on academic efficiency.

5. Data analysis

The data collected coded according to the requirements and fed into the computer for further analysis using the software SPSS for Windows following statistical techniques were employed in the present study.

Table No.-1 Awareness of social networking sites

SNSs		Users Category								Total	CC value	'P' Value
		Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
Blogs	Yes	1	13	14	9	2	1	14	1	55	.144	.972
		100.0%	61.9%	63.6%	75.0%	66.7%	50.0%	70.0%	50.0%	66.3%		
Delicious	Yes	0	3	5	3	1	0	3	0	15	.175	.918
		.0%	14.3%	22.7%	25.0%	33.3%	.0%	15.0%	.0%	18.1%		
Face book	Yes	1	20	22	12	3	2	20	2	82	.186	.886
		100.0%	95.2%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.8%		
Flickr	Yes	0	8	14	4	1	0	8	1	36	.278	.433
		.0%	38.1%	63.6%	33.3%	33.3%	.0%	40.0%	50.0%	43.4%		
LinkedIn	Yes	1	15	19	9	1	1	15	2	63	.264	.514
		100.0%	71.4%	86.4%	75.0%	33.3%	50.0%	75.0%	100.0%	75.9%		
Library Thing	Yes	0	7	13	4	1	0	10	0	35	.295	.343
		.0%	33.3%	59.1%	33.3%	33.3%	.0%	50.0%	.0%	42.2%		
MySpace	Yes	1	9	16	9	1	1	14	1	52	.291	.361
		100.0%	42.9%	72.7%	75.0%	33.3%	50.0%	70.0%	50.0%	62.7%		
Orkut	Yes	1	11	16	8	2	1	15	2	56	.232	.696
		100.0%	52.4%	72.7%	66.7%	66.7%	50.0%	75.0%	100.0%	67.5%		
Slide share	Yes	0	5	10	1	1	0	3	0	20	.324	.203
		.0%	23.8%	45.5%	8.3%	33.3%	.0%	15.0%	.0%	24.1%		
YouTube	Yes	1	15	16	10	2	2	16	2	64	.176	.915
		100.0%	71.4%	72.7%	83.3%	66.7%	100.0%	80.0%	100.0%	77.1%		
Wikis	Yes	1	11	17	8	2	2	14	2	57	.253	.578
		100.0%	52.4%	77.3%	66.7%	66.7%	100.0%	70.0%	100.0%	68.7%		
Bharath student	Yes	0	3	7	3	1	0	7	1	22	.224	.732
		.0%	14.3%	31.8%	25.0%	33.3%	.0%	35.0%	50.0%	26.5%		
Ibibo	Yes	0	8	14	6	1	0	12	1	42	.278	.434
		.0%	38.1%	63.6%	50.0%	33.3%	.0%	60.0%	50.0%	50.6%		
Shtyle	Yes	0	5	9	2	1	0	7	1	25	.228	.714
		.0%	23.8%	40.9%	16.7%	33.3%	.0%	35.0%	50.0%	30.1%		
Twitter	Yes	1	14	18	11	2	2	16	2	66	.236	.674
		100.0%	66.7%	81.8%	91.7%	66.7%	100.0%	80.0%	100.0%	79.5%		
Yahoo! Buzz	Yes	0	8	12	2	1	1	12	1	37	.296	.336
		.0%	38.1%	54.5%	16.7%	33.3%	50.0%	60.0%	50.0%	44.6%		
		100.0%	38.1%	45.5%	66.7%	33.3%	100.0%	40.0%	50.0%	47.0%		

Note: CC- Contingency co-efficient; SNSs-social Networking Sites; CSE-Computer Science and Engineering; EC-Electronic and Communication Engineering; ISE-Information Science and Engineering; Mech- Mechanical Engineering

Table -1 shows the awareness of social networking sites and their usage. The user responses were augmented on the basis of Disciples of Course. Majority of 100% in Chemistry are aware of Blogs, the CC Value of the Blog is (CC=.144; P<.972) which indicates that Blog is very well used as Social Networking tool for communication. While 33.3% in ISE users are aware of delicious, the CC value of the delicious is (CC=.175; P<.918)

remaining 100% in Chemistry Mathematics, CSE, ISE, Mechanical, Physics faculties are aware with face book. The value is (CC=0186; P<.886) face book is very well used as Social Networking tool for communication and 63.6% in CSE respondents are aware of flicker, CC value is (CC=.278; P<.433), 100% in chemistry and Physics and 86.4 % CSE faculties are aware of LinkedIn, the CC value of the LinkedIn is (CC=.264; P<0514), 59.1% of the staff aware with library Thing, value is (CC=.295; P<.343), whereas 100% in chemistry and 75% in EC faculties are aware of MySpace, the CC value is (CC=.291; P<.361), 67.5% staffs are aware of Orkut, CC value is (CC=.232; P<.696), 75.9% staffs are aware of slide share, CC value is (CC=.232; P<.203), 77.1% of faculties are aware of You Tube, the CC value is (CC=.176; P<.915), 68.7% faculties aware of wikis, the CC value is (CC=.253; P<.578), 26.5% of faculties are aware of Bharath student, CC value is (CC=.224; P<.732), 50.6% of faculties are aware of ibibo social networking sites, the CC value of ibibo is (CC=.278; P<.434), 30.1% of respondents are aware with Shtyle, the CC value of shtyle is (CC=.228; P<.714), 79.5% of the faculties are aware of twitter, The CC value of twitter is (CC=.236; P<.674) indicates that twitter is very well used as Social Networking tool for communication, 53% of respondents are aware with Yahoo! Buzz,

Table No.-2 Location of accessing social networking sites

Location		Users Category								Total	CC value	'P' Value
		Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
AT Library	Yes	1	12	14	6	2	2	13	2	52	.218	.762
		100.0%	57.1%	63.6%	50.0%	66.7%	100.0%	65.0%	100.0%	62.7%		
At Home	Yes	0	11	13	7	1	0	9	1	42	.230	.705
		.0%	52.4%	59.1%	58.3%	33.3%	.0%	45.0%	50.0%	50.6%		
At Department	Yes	0	8	9	4	1	1	5	2	30	.252	.582
		.0%	38.1%	40.9%	33.3%	33.3%	50.0%	25.0%	100.0%	36.1%		
At Cyber Center	Yes	1	17	14	9	1	1	9	2	54	.321	.215
		100.0%	81.0%	63.6%	75.0%	33.3%	50.0%	45.0%	100.0%	65.1%		

Table: 2 explains about the opinion of respondents in accessing SNSs, out of 83, SNSs using faculties, the CC value is (CC=.218; P<.762), While 62.7% faculties are accessing SNSs sites in the library. The CC value of at home is (CC=.230; P<.705), Whereas 50.6% of faculties are using SNSs sites at the home, the CC value of at home is (CC=.230; P<.705) another 36.1% of the faculties are using SNSs sites at the department CC value is (CC=.252; P<.582) and 65.1% of the faculties are using SNSs sites at the department. CC value is (CC=.321; P<.215)

Table No.-3 Frequency of used social networking sites

Experience	Users Category								Total	CC value	'P' Value
	Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
Less than a Month	0	6	3	0	0	1	1	0	11	.494	.529
	.0%	28.6%	13.6%	.0%	.0%	50.0%	5.0%	.0%	13.3%		
1-6 Months	0	1	1	1	0	0	4	1	8		
	.0%	4.8%	4.5%	8.3%	.0%	.0%	20.0%	50.0%	9.6%		
6 Months to a Year	0	3	4	4	1	0	2	0	14		
	.0%	14.3%	18.2%	33.3%	33.3%	.0%	10.0%	.0%	16.9%		
1-2 Years	1	3	6	3	1	0	4	1	19		
	100.0%	14.3%	27.3%	25.0%	33.3%	.0%	20.0%	50.0%	22.9%		
More than 2 Years	0	8	8	4	1	1	9	0	31		
	.0%	38.1%	36.4%	33.3%	33.3%	50.0%	45.0%	.0%	37.3%		
Total	1	21	22	12	3	2	20	2	83		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

Table-3 depicts that 13.3% of faculties have less than 1 month experience, another 9.6% of faculties having 1-6 month experience, while 16.9% faculties have been using social networking sites from 6 month to one year and 22.9% faculties have 1 to 2 year experience and remaining 37.3% faculties using from more than 2 year. CC value of the experience use of social networking sites is (CC=.494; P<.529) It is clear from the table that the most of the faculties using social networking sites from 1 to 2 year.

Table No.-4 Methods of learning social networking sites

Methods of learning SNSs		Users Category								Total	CC value	'P' Value
		Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
Guidance from friends	Yes	1	9	12	4	2	1	14	1	44	.264	.517
		100.0%	42.9%	54.5%	33.3%	66.7%	50.0%	70.0%	50.0%	53.0%		
Trial & error method	Yes	1	18	19	10	2	2	17	2	71	.145	.971
		100.0%	85.7%	86.4%	83.3%	66.7%	100.0%	85.0%	100.0%	85.5%		
Guidance from library staff	Yes	0	1	2	3	0	1	5	0	12	.297	.329
		.0%	4.8%	9.1%	25.0%	.0%	50.0%	25.0%	.0%	14.5%		
Any others	Yes	0	0	0	0	0	0	1	0	1	.192	.867
		.0%	.0%	.0%	.0%	.0%	.0%	5.0%	.0%	1.2%		

Above table shows that 66.7% in EC and 57.1% in civil faculties learn SNSs skills from guidance from the friends the value of guidance from friend's is ($CC=.264; P<.517$) 100% in Chemistry, mathematics and physics faculties each learned SNSs skill through trial and error method the value of trial and error method is ($CC=.145; P<.941$) and 100% of faculties are not learned SNSs skills through external courses and remaining 50% of faculties learning SNSs skill from library staff. The CC Value of Guidance from library staff is ($CC=.192; P<.329$) is clear from the table that most of faculties learning SNSs skills through trial and error method.

Table No.-5 Frequency use of social networking sites

Frequency	Users Category								Total	CC value	'P' Value
	Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
Daily	0	13	14	6	2	1	10	2	48	.432	.895
	.0%	61.9%	63.6%	50.0%	66.7%	50.0%	50.0%	100.0%	57.8%		
Twice in a week	1	4	3	5	1	1	4	0	19		
	100.0%	19.0%	13.6%	41.7%	33.3%	50.0%	20.0%	.0%	22.9%		
Fortnightly	0	0	3	1	0	0	4	0	8		
	.0%	.0%	13.6%	8.3%	.0%	.0%	20.0%	.0%	9.6%		
Monthly	0	1	0	0	0	0	1	0	2		
	.0%	4.8%	.0%	.0%	.0%	.0%	5.0%	.0%	2.4%		
Occasionally	0	3	2	0	0	0	1	0	6		
	.0%	14.3%	9.1%	.0%	.0%	.0%	5.0%	.0%	7.2%		
Total	1	21	22	12	3	2	20	2	83		
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		

The table exhibits that there are 57.8% faculties use SNSs sites daily, whereas 22.9% faculties are use SNSs sites twice in a week, while 9.6% faculty use SNSs sites fortnightly and 2.4% staffs are using SNSs sites monthly and remaining 7.2 % faculties are using SNSs sites occasionally. The CC value of the frequency use of social networking sites is ($CC=.432; P<.0895$). It can be observed from the table the users use SNSs sites daily.

Table No.-6 Purpose of using social networking sites

Location		Users Category								Total	CC value	'P' Value
		Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
To find useful information/resources	Yes	1	14	13	5	0	1	11	1	46	.273	.461
		100.0%	66.7%	59.1%	41.7%	.0%	50.0%	55.0%	50.0%	55.4%		
To interact with friends	Yes	0	15	13	6	0	0	9	1	44	.335	.161
		.0%	71.4%	59.1%	50.0%	.0%	.0%	45.0%	50.0%	53.0%		
To give feedback to friends	Yes	0	14	12	4	0	2	11	1	44	.325	.201
		.0%	66.7%	54.5%	33.3%	.0%	100.0%	55.0%	50.0%	53.0%		
Meet new people	Yes	0	13	15	6	1	0	8	1	44	.296	.336
		.0%	61.9%	68.2%	50.0%	33.3%	.0%	40.0%	50.0%	53.0%		
Professional activities	Yes	1	18	21	9	2	2	19	2	74	.270	.479
		100.0%	85.7%	95.5%	75.0%	66.7%	100.0%	95.0%	100.0%	89.2%		
Promoting own knowledge	Yes	0	13	16	2	1	0	12	1	45	.388	.040
		.0%	61.9%	72.7%	16.7%	33.3%	.0%	60.0%	50.0%	54.2%		
Exchange & Share photos, files, music, videos	Yes	1	14	18	9	2	2	16	2	64	.197	.849
		100.0%	66.7%	81.8%	75.0%	66.7%	100.0%	80.0%	100.0%	77.1%		
Updating profile information	Yes	1	13	12	6	0	0	6	1	39	.332	.172
		100.0%	61.9%	54.5%	50.0%	.0%	.0%	30.0%	50.0%	47.0%		
Uploading photos	Yes	1	13	17	7	2	2	17	2	61	.265	.510
		100.0%	61.9%	77.3%	58.3%	66.7%	100.0%	85.0%	100.0%	73.5%		

It is evident from the table that maximum 67.7% in civil faculties are using SNSs sites for to find useful information/resources. The value of find useful information/resources is (CC=.273; P<.461), 71.4% in civil, using SNSs sites for interact with friends. The CC value is (CC=.335; P<.161). Other 66.7% respondent use SNSs sites for give feedback to friends, the value is (CC=.325; P<.201). 68.2% in CS respondents are using SNSs sites for meet new people, the value is (CC=.296; P<.336), while 95.5% in CSE and 85.7% in civil users are using SNSs sites for professional activities, the value is (CC=.270; P<.479) and 72.7% in CSE respondents are using SNSs sites for promoting own knowledge, the

value is (CC=.388; P<.040) remaining 81.8% in CSE users use for exchange & Share photos, files, music, videos, the value is (CC=.147; P<.849) and 61.9% civil respondents use for updating profile information and finally 85% in mechanical users use SNSs sites for uploading photos. The Value of uploading photos is (CC=.265; P<.510)

Table No.-7 Problems encountered while using social networking sites

Problems		Users Category								Total	CC value	'P' Value
		Chemistry	Civil	CSE	EC	ISE	Maths	Mech	Physics			
Access denied by my college library	Yes	0	6	5	5	0	0	11	0	27	.328	.187
		.0%	28.6%	22.7%	41.7%	.0%	.0%	55.0%	.0%	32.5%		
Cyber-bullying	Yes	1	5	6	5	1	0	7	0	25	.250	.596
		100.0%	23.8%	27.3%	41.7%	33.3%	.0%	35.0%	.0%	30.1%		
Data security	Yes	0	12	13	2	2	1	10	2	42	.325	.199
		.0%	57.1%	59.1%	16.7%	66.7%	50.0%	50.0%	100.0%	50.6%		
Information Literacy problems	Yes	0	15	14	3	2	0	13	2	49	.372	.064
		.0%	71.4%	63.6%	25.0%	66.7%	.0%	65.0%	100.0%	59.0%		
Privacy concerns	Yes	1	17	15	8	2	2	14	1	60	.184	.893
		100.0%	81.0%	68.2%	66.7%	66.7%	100.0%	70.0%	50.0%	72.3%		
Unwanted attention from others	Yes	0	14	16	8	1	0	16	1	56	.325	.200
		.0%	66.7%	72.7%	66.7%	33.3%	.0%	80.0%	50.0%	67.5%		

Table-8 reveals that 55% in mechanical faculties find access denied by college library, major problem of SNSs sites access. The value of access denied by college library is (CC=.328; P<.187). While 41.7% in EC respondents replied that cyber-bullying on SNSs sites is another problem faced by the respondents. The value is (CC=.250; P<.596). Another 50.6% of faculties expressed that data security is another problem normally faced, value is (CC=.325; P<.199), there are 59% respondent replied that information Literacy problems and 72.3% of respondents replied that privacy concerns is another problem in using SNSs sites and remaining 80% in mechanical users replied that unwanted attention from others is another problem. From the table it can be referred that for most of faculty's major problem to use social networking sites is unwanted attention from others

Result:

- ❖ Maximum faculties are aware of SNSs Sites
- ❖ Most of the engineering college faculties replied that face book (CC=.186; P<.886) and twitter are most popular tools in using SNSs sites (CC=.236; P>.674)
- ❖ Maximum faculties are using SNSs sites at the library
- ❖ Most of the faculties are learn SNSs sites skill through trial and error method.
- ❖ Most of the faculties are using SNSs sites daily.
- ❖ Majority of faculties using SNSs sites for find useful information resources.
- ❖ Privacy concern is the faculty's major problem.

Conclusion:

The popular concept of Social Networking Sites (SNSs) is associated with the broader context of Web2.0, which is a recent phenomenon among faculties. These are providing various ways to interact with each other. Several features of the SNSs such as profile surfing, posting of messages, photos, videos, making friends, join communities etc. are the medium by which faculties keep updates and share professional and personal information. It is an area of common interest of libraries. The benefits of SNSs can be utilized for implementing new services in libraries and informing their clientele about recent happenings.

Appendix:

1. **Malnad College of Engineering(MCE)**
2. **Government Engineering College(GECH)**
3. **Rajeev Institute of Technology(RIT)**
4. **Yagachi Institute of Technology(YIT)**

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