

## **Attitude of College Students Towards Social Networking Sites**

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### **Abstract**

*The present study investigated the attitude towards Social Networking Sites by the college students. The survey and random sampling technique have been used for the collection of data. A structured questionnaire was distributed to the selected 500 students and filled-in questionnaires were collected and analyzed for data interpretation using appropriate statistical techniques. The study explored that the undergraduate students showed a positive attitude towards integration of social networking sites for communication purpose. The results shows that there is significant difference in attitude towards social networking sites based on course of study and type of college.*

**Keywords:** *Social Networking Sites, Attitude of college students*

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### **I. Introduction**

The continuing growth of the ICT and technological tools has brought changes in the behavior of the student community. In the recent days, social networking sites play a vital role in day-to-day activities of college students. Social networks are the wide range of internet services that allow users to participate and engage in online communication through text, audio, video, images and other multimedia communications (Boyd & Ellison, 2007). These social networking sites are one of the most powerful tools of information, education and entertainment. The online social networking sites such as Facebook, WhatsApp, Twitter etc. have become part of the daily life of a majority of college-level students. The emergence of social media changed the communication landscape and the way the people interact (Abdulgali & Abuelgasim, 2018). Although it was perceived as a type of technology used mainly for social and entertainment purposes, it has gradually been adapted for use in education (Shea, 2006). Sponcil and Gitimu (2013) evaluated the use of social media by college students in relationship to communication and self-concept and the result indicated that Facebook and Twitter were found to be the most popular websites. Individuals are using social media websites increasingly and visiting frequently, create new ways of communicating with friends and family and influences individual's self-concept. Ahmad (2011) found attitude to be a strong prediction and moderator of relationship between the social networking sites and both students' social behaviour and students' academic adjustment. Bradley (2009) gave emphasis on recognition of higher education and promoting the huge potential brought by web technologies to improve student engagement, college experiences, and pedagogical practices, and has been advocating innovations and changes to stay current with the changing education market. Based on this view, this paper aims to study the attitude of college students towards social networking sites.

### **OBJECTIVES OF THE STUDY**

1. To study the attitude of college students towards social networking sites.
2. To find out the significance difference in attitude towards social networking sites among college students with respect to Gender, Locality of the students, Course of study, Type of college, Locality of the college, Parental qualification and Frequency of using social networking sites per day.

### **HYPOTHESES OF THE STUDY**

1. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to gender.
2. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to locality of the students.
3. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to course of study.
4. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to type of the college.

5. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to locality of the college.
6. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to parental qualification.
7. There will be a significant mean score difference in attitude towards social networking sites among college students with respect to frequency of using social networking sites per day.

**RESEARCH DESIGN**

The researcher used a descriptive survey method to conduct the study. Data was collected through survey and used a standardized attitude scale towards social networking sites from 500 college students from the identified population with random sampling technique. In this paper, quartile deviation and t-test were employed to analyze the data.

**QUARTILE VALUES FOR ATTITUDE TOWARDS SOCIAL NETWORKING SITES**

The quartile value of Q1, Q2 and Q3 were also worked out to group the respondents like low, high and moderate on attitude towards social networking sites

**Table-1**  
**Quartile values for attitude towards social networking sites**

Variable	Quartile Values		
	Q1	Q2	Q3
Attitude towards social networking sites	74	93	119

From the above table -1, the low, high and moderate groups were categorized in attitude towards social networking sites. The value of Q1 and below was considered as low group, the value Q3 and above was considered as high group and the value in between Q1 and Q3 was considered as moderate group i.e. Q2. Accordingly, the following table presents the frequency and percentage of low moderate and high groups in attitude towards social networking sites.

**Table-2**  
**Frequency and percentage of low, moderate and high groups**

Name of the Variable	Groups	Frequency	Percentage
Attitude towards social networking sites	Low	98	19.6
	Moderate	226	45.2
	High	176	35.2

Table-2 shows the frequency and percentage of low, moderate and high groups in attitude towards social networking sites. According to the table, 35.2% of the selected college students have high level of attitude towards social networking sites, 45.2% of the students have moderate level and the remaining 19.6% of the students have low level of attitude towards social networking sites. The above findings reveal that only 19.6% of college students have low level of attitude towards social networking sites. It is concluded that the college students have positive attitude towards social networking sites.

**HYPOTHESES TESTING**

**Hypothesis- 1**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to sex

**Table-3**  
**Mean score difference in attitude towards social networking sites among college students with respect to sex**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Sex	Male	220	117.32	12.08	498	0.80	.424
	Female	280	118.31	15.32			

Table-3 shows that there is a mean score difference in attitude towards social networking sites between male and female college students. It is statistically not significant at 0.05 level. So, the hypothesis-1 is rejected. It is concluded that, both male and female college students are homogeneous in attitude towards social networking sites.

**Hypothesis -2**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to locality of the students

**Table-4**  
**Mean score difference in attitude towards social networking sites among college students with respect to locality of the students**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Locality of the students	Rural	406	117.84	14.37	498	0.11	.912
	Urban	94	118.01	12.19			

From the table-4 there is a mean score difference in attitude towards social networking sites between rural and urban college students. But this is statistically not significant at 0.05% level. Hence the hypothesis-2 is rejected. It is inferred from the table that the rural and urban students are showing similarity in attitude towards social networks.

**Hypothesis - 3**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to course of study

**Table- 5**  
**Mean score difference in attitude towards social networking sites among college students with respect to course of study**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Course of study	Arts	174	120.62	11.67	498	3.48	.000
	Science	326	116.41	14.88			

According to table-5, statistically there is a significant mean score difference between arts and science course college students in attitude towards social network sites. So, the hypothesis-3 is accepted.

**Hypothesis - 4**

There will be a significant mean score difference in attitude towards social network sites among college students with their respect to type of the college

**Table-6**  
**Mean score difference in attitude towards social networking sites among college students with respect to type of the college**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Type of the college	Government	220	115.95	11.50	498	2.83	.004
	Private	280	119.38	15.51			

The table-6 shows significant mean score difference in attitude towards social networking sites between government and private college students. It is statistically significant at 0.05 level. So, the framed hypothesis-4 is accepted. It is inferred that there is significant difference in attitude towards social networks between college students based on their type of college.

**Hypothesis - 5**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to locality of the college

**Table-7**  
**Mean score difference in attitude towards social networking sites among college students with respect to locality of the college**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Locality of the college	Rural	135	119.88	12.88	498	1.05	.294
	Urban	365	117.13	14.31			

It is seen from the table -7 that there is mean score difference in attitude towards social networking sites between rural and urban college students. But it is statistically not significant at 0.05 level and hence the hypothesis-5 is rejected. The findings concluded that there is no difference in attitude towards social networks between rural urban area college students.

**Hypothesis – 6**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to parental qualification

**Table-8**  
**Mean score difference in attitude towards social networking sites among college students with respect to parental qualification**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Mother	Literate	213	119.46	13.49	498	1.21	.226
	Illiterate	287	116.70	14.24			
Father	Literate	240	188.73	13.71	498	1.35	.177
	Illiterate	260	117.04	14.18			

Table-8 reveals that there is a mean score difference in attitude towards social media among college students with respect to their parental qualification. But it is statistically not significant at 0.05 level. Hence the hypothesis-6 is rejected. It is inferred that the parental qualification does not influence the students' attitude towards social networking sites.

**Hypothesis - 7**

There will be a significant mean score difference in attitude towards social networking sites among college students with respect to frequency of using social networking sites

**Table-9**  
**Mean score difference in attitude towards social networking sites among college students with respect to frequency of using social networking sites**

Variable	Sub-variable	N	Mean	SD	df	t-value	p-value
Frequency of using social networking sites per day	1 hour	297	117.74	14.24	498	0.26	.794
	More than 1 hour	203	118.07	13.61			

From the table-9, there is a mean score difference in attitude towards social networking sites among college students with respect to their time spent on social media per day. But the difference is statistically not significant at 0.05 level. Hence the hypothesis-7 is rejected. It is concluded that the time spent using social networking sites does not influence the attitude towards social networking sites among college students.

**II. Findings**

1. Attitude towards social networking sites among college students is on higher level.
2. There is a significant mean score in attitude towards social networking sites among college students with respect to course of study and type of the college
3. There is no significant mean score in attitude towards social networking sites among college students with respect to gender, Locality of the students, Locality of the college, parental qualification and frequency of using social networking sites per day.

**III. Conclusion**

Based on the results and findings of the present study, only 19.6% of college students have low level of attitude towards social networking sites. It is concluded that the college students have positive attitude towards social networking sites. The demographic variables course of study and type of the college do influence on

attitude towards social networking sites. Whereas, the variables like gender, Locality of the students, Locality of the college, parental qualification and frequency of using social networking sites do not influence the attitude towards social networking sites.

### **IMPLICATIONS**

The primary purpose of this research was to explore college students' attitude towards social networking sites. The findings suggest that social networking sites can be very useful as an educational tool. It is clear from this study that the current generation of college students are favouring towards the use of social networks not only to socialize, but also to meet their educational needs. With regards to the attitudes, students do hold positive attitudes about using it, though there were very few who do not. The existing literature shows that social media, when used as a learning tool, does provide educational benefits. So it is important to include the various forms of social networking into higher education curriculum. The university should introduce and implement institutional policies about the use of social networks in the college environment.

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