Gender Wise Management PG Students' Perception for Social Networking Sites (SNS)

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Abstracts—*The objective of this study was to know the male and female PG management students'perception for Social networking sites(SNS)usage for different purposes. The Indore city of Madhya Pradesh (India) was chosen for study. The study found significant difference in male and female students' perception for social networking sites regarding personal information sharing, global acitivity connection and advancement, projecting self as active friend, trust over information shared by friends, role as a life disciplinarian and adherence to moral -legal responsibility .While moderate difference found for Male and female perception for SNS role as a job propect enhancer,as a instant medium for quick response and recognition amongst friends using SNS in a circle.Female students were deviating higher than male students in their perception regarding personal information sharing, global acitivity connection and advancement, projecting self as active friend, and adherence to moral -legal responsibility, for SNS role as a job propect enhancer and recognition amongst friends using SNS in a circle.Male students were deviating higher than female students in their perception for SNS role as a instant medium for quick response, trust over information shared by friends, role as a life disciplinarian. Indore management PG students mainly use SNS for information updation regarding regular academic developments and opportunity available globally. It is also observed that students kept engaged themselves in non academic activities like music, movies, games etc. Students declined the role of teachers and seniors as a guide and mentor because of little interaction between them on SNS.The institution need to bring in SNS platform and its usages via academic apps regarding tutorials, notes, exam portals, assignments and exercise portals , blogging and web pages for online interactions of teachers-students and alumni.*

Keywords: *Male and female ,Management PG students, Social networking websites(SNS), Users*

1. INTRODUCTION

A **Social Networking Site** (SNS) is the phrase used to describe any Web site that enables users to create public profiles within that Web site and form relationships with other users of the same Web site who access their profile. Social networking sites can be used to describe community-based Web sites, online discussions forums, chatrooms and other social spaces online.(webopedia.com).

This study adopts the survey to investigate why college students join and participate in Social networking sites (SNS)

and the influence of various factors on their attitude towards SNS which allows them to create their own content or space .Social network sites (SNSs) such as Friendster, Cy World, MySpace, Facebook and Twitter allows students to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards professional contexts , romantic relationship, connecting those with shared interests such as sports or politics. Participants may use the sites to interact with people they already know offline or to meet new people. These sites enables its users to present themselves in an online profile, accumulate ''friends'' who can post comments on each other's pages, and view each other's profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others' hobbies, interests, musical tastes, and romantic relationship status through the profiles.

Social network sites (SNSs) have become some of the most popular online destinations within the user-generated content sites, the role and growth of social networking sites has been undeniably overwhelming. Not surprisingly, this level of user attraction has been accompanied by much coverage in the popular press, including speculations about the potential gains and harms stemming from the use of SNS services. Academic researchers have started studying the use of SNSs, with questions ranging from their role in identity construction and expression to the building and maintenance of social capital and concerns about privacy.

2. BRIEF LITERATURE REVIEW

Social networking websites as virtual communities permit users for mutual interaction [22]. Membership kept rising of online social networks and networking activity touched 6.5 percent of all Internet traffic in February 2007 [15].

Social networking websites motivate students learning, and classroom climate [21]. SNS provide an online social platform to university students to build and maintain social connections with others [11; 19; 20]. For development university students should have social connection with the industry [7].

The role of online groups for strengthening social contacts, community engagement, and attachment through networks mentioned in literature [16]. One of the study [27] points that the individuals fulfill personal and social needs by using Facebook and MySpace. The e-mail, bulletin boards, and chat rooms needs members to be active users[18] .Facebook Groups let discussion forums and link common interests and activities[12]. A study[26] focus that rising SNS use is more pertained to higher levels of social involvement than to entertainment end. The new media(facebook) has now adapted services as a vital means of interacting, communicating and sharing, in turn enhancing human connectivity and sociability [25]. The majority of users concerned about visibility of their profiles and rely on their ability to control the information, ultimately managing their own concerns regarding privacy [9]. Many academic research on Facebook has stressed on the concerns of identity and privacy [9, 30;31]. Earlier research on online communities assumed that individuals using these systems would be connecting with others outside their pre-existing social group or location, liberating them to form communities around shared interests, as opposed to shared geography [31]. Men were twice as likely as women to be accepting of this faculty presence on Facebook [14]. In one study found that undergraduate students typically use Facebook for fun and ''killing time'' rather than gathering information (10)

Students and alumni use Facebook to communicate, connect and remain in contact with others [1; 4; 10]One study pointed out that Men had a greater desire for privacy than women [17]. Entertainment value, social enhancement, and maintaining interpersonal connectivity are widely used value to determine virtual communities [6]. Learning strategies means active group-oriented learning approach [5]. Student engagement is related to academic performance [33; 32]. Many students are use SNSs for non-academic end as well [3]. Merchant [23] has suggested that in education setting few approaches are learning about SNSs and learning from SNSs. Social networking pertain to everyday practices of social interaction within family structures, amongst friends, and with other communities. [23].

Teachers who used SNS in the classroom, social networking-type interactions such as quality relationships, connectedness, and sharing information have been observed taking place through social networking sites [24].

Online social networking sites popularity grew rapidly among college-aged youth, with 95% of 18 and 19 year olds using Facebook[28]. SNSs are very common amongst youth and young adult life, and the SNSs nature reported [13], Facebook was initially designed by Mark Zuckerberg, Dustin Moskovitz and Chris Hughes in 2004 as a means by which fellow Harvard students could communicate, share study-related information and socialize with peers at the University level[8; 11]. Akyildiz and Argan [2] concluded that students rarely accessed Facebook for educational purposes.

3. OBJECTIVE OF STUDY

To know the male and female PG management students'perception for Social networking sites(SNS)usage .

4. RESEARCH METHODOLOGY

The research undertaken was descriptive in nature. The structured questionnaire of 21 statements were prepared and distributed to Management PG students of Indore city. Only AICTE approved institutes were considered. The sample area was Indore city. The sample size targeted was 200 but only 155 questionnaires were duly filled that is why they were taken into account. The validity and the reliability of the instrument were tested. The alpha value was found 0.782.

Books, internet websites, magazines, journals etc used as source of secondary data collection. Primary data for the study was collected through structured questionnaire. Respondents were asked to give their opinion for engagement with Social networking sites on 1 to 5 scale where ;1= Strongly Disagree, 2= Disagree , 3= Neutral, 4= Agree, 5=Strongly Agree.
Mean, standard deviation and t- test were used to analyze the data.

5. HYPOTHESIS FORMULATED

The following hypothesis formulated and tested.

H(o): There is no significant difference in males and females PG management students'perception for Social networking sites(SNS)usage .

6. RESULTS AND DISCUSSION

The study found significant difference in male and female students' perception for social networking sites regarding personal information sharing, global acitivity connection and advancement, projecting self as active friend, trust over information shared by friends, role as a life disciplinarian and adherence to moral -legal responsibility .While moderate difference found for Male and female perception for SNS role as a job propect enhancer,as a instant medium for quick response and recognition amongst friends using SNS in a circle.

Female students were deviating higher than male students in their perception regarding personal information sharing, global acitivity connection and advancement, projecting self as active friend, and adherence to moral -legal responsibility, for SNS role as a job propect enhancer and recognition amongst friends using SNS in a circle.

Male students were deviating higher than female students in their perception for SNS role as a instant medium for quick response, trust over information shared by friends, role as a life disciplinarian.

When males and females were asked about whether SNS updates and aware them regarding academic developments; female were more consistent in their response rather than males though they agreed with SNS engagement. Females were not only consistent in their responses that SNS engagement provide link to globalized academic activity and advancement but their means were also higher than males respondents. Sharing information regarding study and other academic development were also discussed in previous research.(Calvi, Cassella, & Nuijten, 2010; Ellison, Steinfield, & Lampe, 2007).

Males and females were not agreeing on whether seniors and teachers provide guidance frequently through SNS and they were inconsistent in their opinion. It means Management PG students at Indore either they did not expect seniors and teachers would guide them on SNS or they are not willing their guidance on SNS.

Males and females admit that SNS is a instant communication platform. It keeps them aware and updated regarding academic development. It also provide global connectivity. Irrespective of gender they all think that SNS motivate them to follow other useful connections, websites, portals and personalities. Security of personal information was an issue where both males and females were concerned. Though they think that it also update them on music, movie, fashion and attire. We also connect these findings with Ahmed & Qazi, (2011a) research that many students enjoy cross-connectivity of SNSs for non-academic and social purposes.

Males and females both were did not agree that mere for presence on SNS they engage themselves. Even association with aspiring group and sharing videos ,information were not motivating them to access SNS. They do not expect quick response on SNS from parties.SNS even don't contribute to discipline their life and adhering to moral values. They did not feel responsible when using SNS.

Interestingly Males and females both disagreed that It was always pleasant to share personal information on SNS i.e. some information on some occasion they may have shared and was pleasing but not all information on all occasion.

7. CONCLUSION

The study derived some interesting conclusions about Indore management PG students regarding Social Networking Sites engagements. Indore management PG students mainly use SNS for information updation regarding regular academic developments and opportunity available globally. It is also observed that students kept engaged themselves in non academic activities like music, movies, games etc. Students declined the role of teachers and seniors as a guide and mentor because of little interaction between them on SNS.

Previous study observed the SNS importance in motivating students to learn, affective learning, and classroom climate (Mazer, Murphy, & Simonds, 2007) therefore the institution need to bring in SNS platform and its usages via academic apps regarding tutorials, notes, exam portals, assignments and exercise portals , blogging and web pages for online interactions of teachers-students and alumni. Our study also points out similar concerns raised by Akyildiz and Argan (2010) regarding reviewing students and teachers relationship in new era in line with existing challenges looming ahead.

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ANNEXURE

Table 1

	Male =1 Female= 2	N	Mean	Std. Deviation	t-Value	Significance	Result
var06	1	88	3.39	.964	0.371	0.711	NS
	2	67	3.45	1.063			
var07	1	88	2.66	1.249	2.024	0.045	S
	2	67	2.24	1.304			

var08	1	88	4.07	.755	0.048	0.962	NS
	2	67	4.07				
var09	1	88	3.81	.893	0.929	0.354	NS
	2	67	3.94	.993			
var10	1	88	3.62	.795	2.602	0.010	S
	2	67	3.99	.975			
var11	1	88	3.38	.749	1.670	0.097	S(moderately)
	2	67	3.64	1.032			
var12	1	88	3.80	.949	0.762	0.427	NS
	2	67	3.90	.846			
var13	1	88	3.38	.781	2.488	0.014	S
	2	67	2.91	1.117			
var14	1	88	3.60	1.177	1.861	0.065	S(Moderately)
	2	67	3.27	1.120			
var15	1	88	3.48	1.095			
	2	67	3.39	1.134	0.477	0.634	NS
var16	1	88	3.27	1.167	2.418	0.014	S
	2	67	2.84	1.111			
var17	1	88	3.40	1.053	0.932	0.357	NS
	2	67	3.22	1.189			
var18	1	88	3.35	1.139	0.236	0.813	NS
	2	67	3.31	1.083			
var19	1	88	3.58	.957	0.200	0.841	NS
	2	67	3.61	.931			
var20	1	88	3.61	1.044	0.265	0.791	NS
	2	67	3.57	1.139			
var21	1	88	3.99	1.033	0.226	0.822	NS
	2	67	3.96	.977			
var22	1	88	3.28	.860	0.985	0.326	NS
	2	67	3.09	1.286			
var23	1	88	3.19	1.164	1.894	0.060	S(Moderately)
	2	67	2.85	1.163			
var24	1	88	2.64	1.077	2.859	0.005	S
	2	67	2.10	1.252			
var25	1	88	3.23	1.047	2.747	0.007	S
	2	67	2.76	1.046			
var26	1	88	3.44	1.071	0.476	0.635	NS
	2	67	3.36	1.124			

Note:

NS means No significant difference found in males and females perception for social networking sites.

S means significant difference found in males and females perception for social networking sites.