



## College Students Perception and Attitude towards Facebook Sites in Chennai, Tamilnadu, India

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### ABSTRACT

*Social network become more popular across broad segment of the students. This article looks at how use of facebook has changed over time, as indicated by three months of survey data and interviews with a subset of students. The main purpose of the study is to determine the student perception and attitude towards facebook website. Descriptive research design was adopted in this study. Convenience method from non probability sampling technique used to choose samples. Totally 100 Chennai respondents participated through by questionnaire in this study. Chi square, Correlation, Discriptive analysis and one way anova tests were used to measure hypothesis and analyze the facebookl sites. Findings indicate that Students had an overall positive attitude towards social networking site. Findings of this study are only related to the students from Chennai, study period was March to July 2013, and maybe it is not generalized to other Districts and Countries.*

**KEYWORDS:** Facebook site, Student Perception, Attitude, Social Networking Site(SNS)

### Introduction

Facebook is the most popular social networking site especially to college students due to its service offer. It was launched in February 2004 owned and operated by Facebook, Inc initially incorporated as a Florida LLC for first few months after its launched. It was founded by Mark Zuckerberg with his college roommates. There are hundreds of social networking sites available on the Internet, to decide over facebook has the more number of user account especially college students by past survey report approximately 85% has account with 60% logging in daily. Within 6 years Facebook has a leading SNS hosting reached 1+ billion user milestone. Perhaps the most amazing statistics about Facebook is the 7<sup>th</sup> most trafficked site. This Facebook site allow users to continuously stay in touch with their friends, relatives, requesting for new ones and other acquaintances as long as they access to Internet. Some argue that Facebook is beneficial to one's social life because they can continuously stay in contact with friends and relatives, while other says it as a causes increased antisocial tendencies because people not directly contacting with each other.

### Review Of Literature

Facebook is a website that allows users to interact and collaborate within a pre-defined virtual community. Often termed a social networking site, Facebook is an online communication tool allowing users to construct a public or private profile in order to connect and interact with people who are part of their extended social network (Boyd & Ellison, 2007). The majority of undergraduate students at university or college use Facebook on a daily basis (Hewitt & Forte, 2006; Kirschner & Karpinski, 2010; Madge, Meek, Wellens & Hooley, 2009; Ophus & Abbott, 2009; Roblyer, McDaniel, Webb, Herman & Witty, 2010; Santos, Hammond, Durlin & Chou, 2009; Subrahmanyam, Reich, Waechter & Espinoza, 2008; Wise, Skues & Williams, 2011; Wolfe, 2007). Whilst there are some reports that students use Facebook instinctively to support both their academic and social goals (Bosch, 2009; Madge et al., 2009; Mazman & Usluel, 2010; Tian, Yu, Vogel & Kwok, 2011), the majority of

evidence suggests that students' main motive for using Facebook is for social connectivity (Bosch, 2009; Madge et al., 2009; Mazman & Usluel, 2010; Ophus & Abbott, 2009; Roblyer et al., 2010; Subrahmanyam et al., 2008; Wise et al., 2011). A recent study by Wise et al. (2011) examining Facebook use by first year psychology students found that students spent an average of one hour per day on the site, but that use was predominantly to engage in social interactions. Only a small proportion of the student sample (4.9% of 390 students surveyed) reported that Facebook provided them with information, and the authors suggested that Facebook has a limited role in supporting student academic engagement.

### Objectives

1. To find out the various factors influencing the college students to go facebook
2. To know the pros and cons of facebook
3. To study the level of satisfaction obtained by the college students of being a member of social network.
4. To create a awareness among the students about facebook.
5. To provide suggestions to facebook to improve their service.

### Research Methodology

#### Research Design: Descriptive research design

Sampling Technique: Convenience sampling technique was utilized from non probability sampling method to select the college students from Chennai.

**Method of Data Collection:** Survey method of primary data collection using combined interview and questionnaire. Secondary data's collected from books, journal, newspaper and websites.

**Statistical Tools:** This research was analyzed through 4 tools. They are Descriptive Statistics, Chi square, Discriptive analysis and One way Anova.

**Table 1 : Descriptive Statistics**

	N	Minimum	Maximum	Mean	Std. Deviation
11.1 Criteria to add or accept new friends. Rank 1- Common hobbies & Interest	100	1.00	6.00	3.4400	1.53951
11.2 Criteria to add or accept new friends. Rank 2-Game to play	100	1.00	6.00	4.5300	1.54040
11.3 Criteria to add or accept new friends. Rank 3-Looks or Attractive photo	100	1.00	6.00	3.6100	1.69309
11.4 Criteria to add or accept new friends. Rank 4-Number of common friends	100	1.00	6.00	2.7700	1.48293
11.5 Criteria to add or accept new friends. Rank 5-Gender	100	1.00	6.00	2.7900	1.69548
11.6 Criteria to add or accept new friends. Rank 6-Same Status/designation	100	1.00	6.00	3.7900	1.69548
Valid N (listwise)	100				

The factor, Which has higher mean, has higher influence on adding or accepting of friends in facebook. Game to play has highest mean value with 4.53 and has standard deviation of 1.54; Same status / designation has a mean value of 3.79 with std. deviation of 1.69; Looks or attractive photos has a mean value of 3.61 with std. deviation of 1.69; Common hobbies & Interest has a mean value of 3.44 with std. deviation of 1.53; Therefore, we can infer that Game to play, Same status / designation and Looks or attractive photos has a great influence on the accept decision of friends in facebook.

**Table 2 Chi square Analysis**

Test Statistics		
	GENDER	5. Initiation to add unknown person
Chi-Square	4.000 <sup>a</sup>	33.560 <sup>b</sup>
Df	1	5
Asymp. Sig.	.046	.000

On the basis of results of the study, the researcher found that value of Chi -square for the measurement of relationship between gender and initiation to add unknown person request is 4.000 at 5 degrees of freedom at 95% significant level and the value of p=0.046 which is lesser than 0.05. This shows that the null hypothesis is rejected hence there is a relationship between gender and initiation to add un known person request in facebook.

Table 3 : Correlations

		13. Disadvantages of FB	18. Uncomfortable of being a member of facebook
13. Disadvantages of FB	Pearson Correlation	1.000	-.103
	Sig. (2-tailed)		.306
	N	100.000	100
18. Uncomfortable of being a member of facebook	Pearson Correlation	-.103	1.000
	Sig. (2-tailed)	.306	
	N	100	100.000

The above Correlation analysis shows the measurement of relationship between disadvantages of FB and uncomfortable of being a member of facebook is -.103. Which means that there is a negative correlation between the variables. This shows that the disadvantages of face book is not correlated with the un comfortability of being a member of face-book.

Table 4 : Oneway Anova

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.015	2	.508	2.463	.090
Within Groups	19.985	97	.206		
Total	21.000	99			

The above table shows that the value of Oneway Anova for the measurement of relationship between the group of age and habit of uploading photo in facebook is 1.015 at 2 degrees of freedom and within the group of age and habit of uploading photo in facebook is 19.985 at 97 degrees of freedom 95% significant level and the value of p=0.090 which is higher than 0.05. This shows that the alternative hypothesis is rejected hence there is no a relationship between or within the group of age and habit of uploading photo in facebook.

Table 5 : Oneway Anova

		Sum of Squares	df	Mean Square	F	Sig.
10.1 Use of FB - Rank 1-Find new friends	Between Groups	22.451	3	7.484	3.007	.034
	Within Groups	238.909	96	2.489		
	Total	261.360	99			
Total	276.040	99				

The above table shows that the value of Oneway Anova for the measurement of relationship between the group of use of facebook and to find new friends at 95% significant level the value

of p=0.034 which is lesser than 0.05. This shows that the null hypothesis is rejected hence there is a relationship between or within the group of use of facebook and to find new friends.

**Findings**

In this study 60% of the respondents are belongs to male category and 40% are female. 52% of the respondents are belongs to 21-25 years of age, 42% are 17-20 years and 6% are above 25 years old. 56% Of the respondents are qualified upto post graduate and 44% are qualified upto under graduate . Majority of the respondents feels that face book express their individuality. 37% of respondents weekly log in facebook.41% of the respondents are satisfied privacy setting of it.79% of the respondents were using face book more than 3 months. Majority of the respondents were not getting initiative to add unknown person friend's request. 42% of the college students has given 1 to 5 friends request in the last month. Most of the students said that face book provides a platform in between their faculties to interact. 59% of the respondents were never accept strangers request. Majority of the respondents have habit of uploading photos in face book. The usage of face book by students was categorized as 29% of the respondents has given first rank to find new friends, 62% of the respondents has given sixth rank to play interactive games students were using face book, 37% of the students has given first rank to chatting is a usage of face book, 31% of the respondents has given fourth rank to check out how friends are doing in life, 36% of the respondents has given fifth rank to update their profile respondents will use face book and 36% of the respondents has given sixth rank to pass time students were logging in face book. The students are adding or accepting new friends based the criteria's like games to play, gender, common hobbies and interest, number of common friends, looks (eg.An attractive display of pictures) and same status or designation. 55% of the respondents feels the major advantage of facebook is best for finding old friends. 45% of the respondents think users fake profile is a major disadvantage. 29% of the respondents prefer face book because of its free service.49% of the respondents were satisfied about the face book service. Majority of the respondents access face book to chat with their friends. 36 % of the respondents agreed that face book make its users as addiction some time. Most of the respondents feels uncomfortable some time in facebook due to vulgar postings done by their friends. 67% of the respondents tagging facility in facebook and 73 % of the respondents feels comfortable of options available in facebook.

**Suggestion**

There should be a separate software technology to screen the vulgar post made by FB members so that everyone can feel comfortable of being a member of facebook.

Facebook should be used only for the purpose of networking and finding friends, family members and other higher experts.

Students can give friend request to their faculties, other education experts and company resource persons to make contact for their career improvement.

There should be security for the information provided by existing member of social network.

Separate laws can be introduced to punish the person who misuses the social network sites. Home page of facebook itself should contain the terms and condition to use facebook so that users will be aware of the purpose of using it.

**Conclusion**

The overall college students perception and attitude towards facebook in Chennai is good. Since college students are using facebook on frequent basis so more flexibility in software and security service can adopt by the facebook to attract the college students. Facebook is well used by college students in chennai and act as an interactive tool to their faculties. Disadvantages of face book is not correlated with the un comfortability of being a member of facebook. there is no a relationship between or within the group of age and habit of uploading photo in facebook. There is a relationship between use of facebook and to find new

friends. hence there is a relationship between gender and initiation to add un known person request in facebook.And Game to play, Same status / designation and Looks or attractive photos has a great influence on the accept decision of friends in facebook.

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