



## The Usage Of Social Networking Apps Among Students: A Case Study Of Gulbarga City

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### ABSTRACT

*The new media has made communication quick and easy between people across the world. New media has made the world as a small village. New Media and related technologies have been making people's lives more relaxed and more convenient. New Media usage is possible with the electronic communication, which is possible through the use of computer technology. New Media includes websites, Streaming, Chat rooms, Internet, Email, Social Networking, DVD and CD-ROM's, Virtual reality environment, Internet telephony, Mobile computing etc. Chatting on mobile apps has become passion. Youth can send and receive the videos, images through such apps. Present study is to know the usage of mobile Apps among students in Gulbarga city. 150 samples are taken for the study. The students of high school . PU, Degree, Pg and others category are selected for the study. It is found that such apps are used for entertainment purpose the most.*

**KEYWORDS :** New media, Mobile Apps, Popularity, Impacts.

### Introduction:

In 21<sup>st</sup> century, the invention of new media has changed the definition of media. New media refers to access to content on any [digital device](#) irrespective of time and place. It has increased the communication between people across the world. It has allowed people to express themselves through blogs, websites, pictures, and other user-generated media. Introduction of social online networking sites has facilitated communication. These are web-sites where users can create a profile and connect that profile to others to form an explicit personal network. Through the social networks one can express his view before the whole world. Social networking sites are meant for communication. Members such networks can easily form the groups of same attitude and interest and can share their opinions instantly within them with the help of discussion threads, forum ad polls. People are getting fascinated by new media to either create network of people to assist in job search or build their networks to maintain a steady status of employment.

The use of social media is a result of ' Broadband services available via ADSL, Fiber-to-the-Home (FttH), WiFi, WiMAX and mobile broadband. Recognizing the potential of applying ICT to improve both social and economic development, Oman has taken steps to develop an Internet economy, with significant government funded initiatives launched in the areas of public administration (e-government), online payments, e-health and e-learning (Oman - Telecoms, Mobile and Broadband, 2012)

The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, 2007) Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

### Scope and Significance of the study:

New media has changed the definition of life. New media made the world a small village by globalization. New media like Internet, Websites, Social networks, CD-ROM's, Video Games etc emerged as the convenient and effective for all. So that, these days students are always busy with their mobiles. They use access Social Networking Sites on mobiles or Social Network Apps. This study will help to know that what percentages of students In Gulbarga are influenced by Social Networking Apps. This study will help in regulating the Social Networking Apps.

### Objectives of the study:

- To discover how Gulbarga students are using social networking sites.
- To find out influence of Social Networking Apps on students in Gulbarga.
- To assess the impact of Social Network Apps on socialization of

students in Gulbarga.

- To evaluate the usage of Social Network Apps for education purpose among students in Gulbarga.
- To study the extent of Social Network Apps for entertainment purpose.
- To study which Social Network App is popular among students in Gulbarga.

### Review of literature:

Peter Van Aelst and Stefaan Walgrave (2002), this study shows the role of internet in shaping the anti globalization of movement. This study examines the contribution of internet to conditions that establish movement formation, collective identity, actual mobilization and a network of organizations.

Heng-Li Yang and Jih-Hsin Tang (2003), This research investigates the effects of social networks on students' performance in online education which uses networking as an adjunct mode for enhancing traditional face-to-face education or distance education. Using data from a 40-student course on Advanced Management Information Systems (AMIS), we empirically tested how social networks (friendly, advising, and adversarial) related to students' performance. First, advising network variables are positively related to student performance both in the class and on the forum.

Slavomir Krekovic, (2003), this study shows that the use of new technologies in post communist countries has given rise to the international success of many eastern artists and promoted the necessary know-how for people of these regions working within field of culture. New media culture phenomenon indicates that internet offers in building international local and international communities and circulation of information regardless of geographic borders.

Qingya Wang Wei Chen, Yu Liang, (2011), As social media sites continue to grow in popularity, it is our premise that technology is a vital part in today's student success equation. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative aspect to college students' use of social media.

Whitney Sue Thoene (2012), This research study examines the effect of social media, particularly Facebook and Twitter, on the purchasing habits of college students by testing for correlations between recommendations on social media and consumption patterns. Moreover, the research also examines the role of gender and social media usage frequency on consumption patterns. Findings revealed that both Facebook and Twitter are being used to obtain sales information and promotions. Furthermore, gender has an impact on both social networking sites. Additionally, this study found the higher the frequen-

cy of social media usage the more likely customers are to shop at the businesses they have befriended.

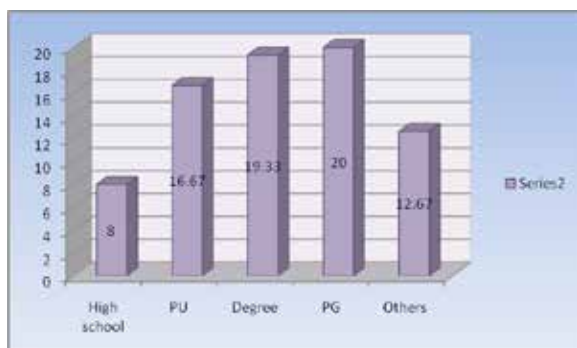
**Methodology**

The research design of this study was sampling. Its overall objectives are to study the Usage of Social Networking Apps Among Students: A Case Study Of Gulbarga City. For this study 150 samples were taken, and categorized in 5 different categories namely High school students, PU students, Degree Students, PG students and others. Others category students includes DED, BEd, MPhil, and Diploma etc. And each category has 30 samples. The data collected and analyzed with the help of statistical tools like percentage, average, ratios and weighted averages to make projections and to draw meaningful conclusions and further substantiated through statistical tests.

**Data Analysis:**

**Table 1. Number of Respondents who use Mobile.**

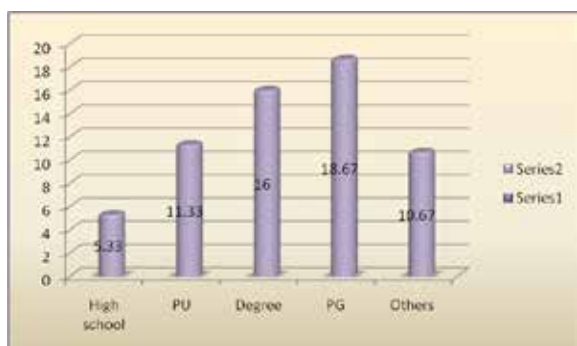
Sl.No.	Respondents	No of Respondents	Percentage
1	High school	12	8.00
2	PU	25	16.67
3	Degree	29	19.33
4	PG	30	20.00
5	Others	19	12.67
Total		105	70



The above table no.1 shows the popularity of using mobiles. It is clearly seen that nearing to One third of the students use mobiles. All PG 30 (20%) students use mobile phones, followed by Degree 29 (19.33%), PU 25 (16.67%), Others 19 (12.67%), High School 12 (8%).

**Table 2. Number of Respondents who have internet connection on Mobiles.**

Sl.No.	Respondents	No of Respondents	Percentage
1	High school	08	5.33
2	PU	17	11.33
3	Degree	24	16.00
4	PG	28	18.67
5	Others	16	10.67
Total		93	62

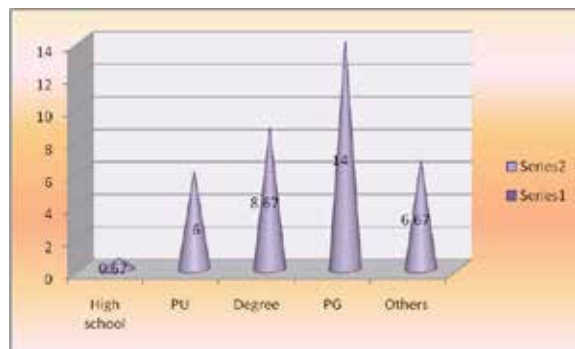


The above table shows the net users on mobiles. It is clear that all the mobile users do not have Internet connection on their mobiles. More PG students 28 (18.67%) followed by Degree 24 (16%), PU

17(11.33%), Others 16 (10.67%) and High school 8 (5.33%) use net on their mobiles.

**Table 3. Number of Respondents who Social Networking Apps on their mobiles.**

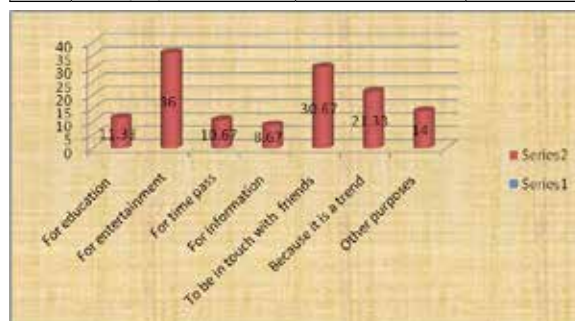
Sl.No.	Respondents	No of Respondents	Percentage
1	High school	01	0.67
2	PU	9	6.00
3	Degree	13	8.67
4	PG	21	14.00
5	Others	10	6.67
Total		54	36



The above table speaks about the Social Networking Apps users. Only 54 (36%) students are using SNA. More PG students i.e. 21 (14%) use Social Networking Apps, followed by Degree 13 (8.67%), Others 10 (6.67%), PU 9(6%) and High School 1 (.67%).

**Table 4. Purpose of using Social Networking Apps .**

Sl.No.	Respondents	No of Respondents	Percentage
1	For education	17	11.33
2	For entertainment	54	36.00
3	For time pass	16	10.67
4	For information	13	8.67
5	To be in touch with friends	46	30.67
6	Because it is a trend	32	21.33
7	Other purposes	21	14.00



The above table shows the purpose of using Social Networking apps. All users have the common purpose which is entertainment. 46 (30.67%) students want to be in touch with their friends. 32 (21.33%) are using coz it is the trend in youths. Only 17 (11.33%) use it for education. 13 (8.67%) use them to share information, whereas 21 (14%) use for remaining purposes.

**Conclusion:**

These days Social Networking Apps have become very much popular among the youth. Using new media has been emerged as fashion among youngsters. The present study was to know the usage of social networking apps among students in Gulbarga. It is found that Most of the students, out of 150, 105 (70%) students use mobile. Out of them 93 (62%) have internet access on their mobiles. 54 (36%) use Social networking Apps, Face book messenger is famous among the students. All students use them for entertainment purpose. Only 17

(11.33%) students use them for education where as 13 (8.67%) use them for information.

From the observation it can be said that more student users are in PG, Degree and Technical courses. Other than these social networking apps students use Mobile messenger also.

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