Social Networking Tools and Its Usage among Medical Students in Mumbai – A Study

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Abstract

Social networking sites are most dynamic part of web 2.0 and laid its impact to everyone irrespective of age and gender. The use of SNS is day by day is increasing and helps in collecting general and specific knowledge and faster dissemination. To identify the student's adoption and it's pro and con this study is attempted to explore the SNS and its uses among medical students of a college in Mumbai. Survey method was adopted to a well structured questionnaire was administered randomly among 100 medicos and the outcome acknowledged the rampant usage of SNS among students and everyone is spending time in SNS regularly and used for education purposes.

Key Words: Social Networking Sites, web 2.0, Facebook, Students communication

Introduction

Information and Communication Technology (ICT) is a new communication method booming now and no one is spared in its use. Information and Communication Technology help us to contact anyone in the globe within less time and less money through the various technologies like texting, messaging, voice call and video conferencing.

Information and Communication Technology become popular among the individual, business, organisation, academic, service sector and much more area and Internet play most important role for the success of ICT among the society. Internet's speed and accuracy help the ICT for sending the information, improve organizational communication, improve individual communication, help students to improve their study, help the service sector for communication etc.

Now these days Internet has opened new way for communication through Social Networking Tools. The Social Networking Tools are internet based services which are offering opportunities to the academia to create a pool of innovative ideas and generate quality content through a free flow of knowledge.

Social Networking Service is an online platform which people use to build social networks with other people who share similar personal or career interest, activities backgrounds or real-life connections. Mostly Social networking services are web-based.

The English Oxford Living Dictionaries defines Social networking as "The use of dedicated websites and application to interact with others users or to find people with similar interest to one's own.

Review of Related literature

Review of Literature is the first major step for actual planning and execution of any research work. Review of Literature provides previous summary and interpretation of previous work to develop an understanding towards their research.

Manjunatha, S. (2013) in his study "The usage of SNS among the college students in India" presenting usage pattern of SNS by the students. A survey was conducted among 500 students in various colleges and universities throughout India. The findings of the study acknowledged the rampant usage of SNS among young college students in India. The analyses observed that 80% of the students spend two hours per week and 20% of the students do not spend any time using SNS. The study revealed that 95% respondents has positive opinion about the SNS and SNS act as platform for reconnecting with lost friends, maintain existing relations, sharing knowledge, ideas and opinions.

Arnbjornsson, E. (2014), conducted a systematic search on "The use of Social Media in Medical Education: A Literature Review: where PubMed database was searched with predefined terms data were retrieved from inclusion/exclusion criteria and primary/secondary criteria. The PubMed data collected from September 2010 to August 2014. 637 publications were identified where only 77 articles met the criteria of inclusion and exclusion and 18 publications were identified that include randomized. The study reveals that although social media represents an important source of medical information that is widely used in education and in everyday lives.

Salman Y. Gurava (2014) presented "The usage of Social Networking Sites by medical students for educational purpose: A meta-analysis and systematic review," The search period was from Jan 2004 to Jan 2014. Data was retrieved by connecting medical subject heading (MeSH) terms in Endnote x5 Software Philadelphia, P.A. This study revealed that overall 75% of the respondents in this meta-analysis used SNSs, whereas 20% reported that they used SNSs for academic purposes. No single study has explored the impact of the SNSs on the academic performance of the students. The result of the study showed that students and faculty need to be more acquainted and well-trained to get the maximum benefits of SNSs.

Anna Kaushik (2016) studied the "Use of Social Networking Sites Tools and Services by LIS professionals for Library-A Survey" in his research the authors have conducted his survey on 100 LIS professionals towards the use of SNS tools and services for libraries. The authors send the online questionnaire to 100 LIS professionals on their personal e-mail and 80 completed questionnaires were received. The conclusion of the survey shows that majority of the LIS professional were aware of SNS tools and services. On the other hand, this study also revealed that credibility, privacy and security of data on SNS tools and services are serious concern.

Gok, T. (2016) study on "The effects of Social Networking Sites on students' studying and habits", in his study the researcher has used survey method. A questionnaire as designed for research. The research was performed on four department in Torbali Technical Vocational School of Higher Education

at Dokuz Eylol University, Turkey. The study sample consisted of 220 volunteer students (33% female and 67% male). The students were between 18 and 20 years of age. The collected data were analysed by SPSS Statistics. The research was mainly focused on two research question, the first research question, are there any differences between female and male students social networking sites usage? The finding of the first question showed that approximately 50% of the female and male students spend one and half hour on smartphone per day. With reference to the second research question, are there any differences between female and male students' studying and habits? The finding of the seconds question indicated interest leads students to an addiction. The physical activities revealed that approximately 60% of respondents do not have enough time for readings book, newspaper etc. doing physical exercise and going the gym. The study indicated that the majority of the students spend more time on social media instead of studying academic courses.

Jeyshankar[24], et al. (2016), conducted a survey for access and use social networking sites among the post graduate students of rural based college of Tamil Nadu, India and revealed that most of respondents contain skills of SNS for resources sharing and communication.

Kamran Sattar, Tauseef A, Hamza Mohammad Abdulghani, and Shakir Khan, (2016). "Social networking in medical schools: Medical Students view

point". This study showed that total 647questionnaires were distributed and 432 students completed the questionnaire from them 246 were males and 186 were females. The study showed that students frequently using SNSs and enjoy the services. Most of the students agreed (420) that SNSs helped them to meet class friends easily. 74.3% students agreed that the sharing medical and healthcare information with others are easy through SNSs. The study revealed that medical students share the medical information with their class fellow and friends. They used the SNSs for entertainment and sharing medical and health care information also. The study also finds the students concern about privacy and security related to SNSs use.

Research methodology

The Research methodology for the proposed study is survey method and structured questionnaire is tool to collect the data. The questionnaire covers qualitative and quantitative in nature. Random Sampling method is used to distribute the tool and collect the data from 100 medicos.

The data collection period is the academic year 2017-2018. The study gathered demographic information, awareness, usage, problem, and suggestion related to the use of SNS tools in D.Y. Patil Medical College students in Mumbai. The questionnaire is distributed through the library staff so that the discipline is maintained and get more accurate in data. The data is scientifically analysed, intellectually interpreted and rationally concluded.

Objectives of the Study

In order to carry the proposed research the following objectives are framed:

➢ To study the awareness of SNS sites and its uses among D.Y. Patil Medical College students.
➢ To study the access pattern of SNS tools and services of students
➢ To find out the students opinions towards the use of Social Networking Sites in their college.

➢ To find out the most popular SNS tools used by the college students.
➢ To identify the barriers of SNS tools faced by the college student
➢ To suggest any necessary measures for improving the access of SNS tools.

Hypothesis

It is assumed that uses of SNS tools are satisfactory level in all aspects among students.

Data analysis and interpretation

Table-1 Demographic Profile of the Respondents

Demographic Profile of the Respondents		
Gender	**Respondents**	**Percentage**
Male	53	53
Female	47	47
Total	**100**	**100**

The above table indicated the gender wise distribution of the respondents of the medical college which depicts that 53 percent Male and 47 percent Female were participated in this survey. It was cleared that there was no big difference between the male students and the female students in using the SNS. Moreover with respect of awareness and usage of SNS it was observed that the all students of D.Y.PatilMedical college have used SNS tools and services.

Table-2 Most Popular SNS among the Respondents

Most Popular SNS among the Respondents		
SNS	**Respondents**	**Percentage**
Facebook	100	40
Twitter	49	19
Orkut	37	15
LinkedIn	48	19
Instagram	16	6
MySpace	2	1
Total	**252**	**100**

While asking question about the type of SNS tools used by the students. It was found from the above table that majority of students were using Facebook (40 percent) followed by Twitter with (19 percent) and Orkut and LinkedIn both were with (15 percent) and (19 percent) respectively. It was concluded from the below figure that Facebook was most popular SNS among medicos.

Table-3 Access frequencies of the SNS

Access Frequency of the SNS		
Frequency	**Respondents**	**Percentage**
Every Day	73	73
Weekly	10	10
Once in while	11	11
Seldom	6	6
Total	**100**	**100**

The above table shows about the frequency of SNS used by the respondents. It showed that the maximum (73 percent) students used SNS every day, (10 percent) student used SNS service weekly, (11 percent) and (6 percent) students used the SNS services once in a while and seldom.

Table-4 Purpose of joining SNS

Purpose of joining SNS		
Purpose	**Respondents**	**Percentage**
Education	95	47
Edutainment	64	32
General	43	21
Total	**202**	**100**

Regarding purpose of joining the SNS, the response received from respondent was depicted in above table, in which majority 47 percent was given to education and 32 percent of them were for Edutainment purposes and 21 percent used SNS for general purposes.

Table-5 Time Spent on the SNS

Time Spent on the SNS		
Time Period	**Respondents**	**Percentage**
<2 Hrs	67	67
<2-4 Hrs	23	23
<5-6 Hrs	10	10
>6 Hrs	0	0
Total	**100**	**100**

The above table depicts that 67 percent of respondents were spend less than 2 hrs daily on SNS, where 23 percent respondents spend time between 2-4 hrs daily and only 10 percent respondents spend time between 5-6 hrs daily on SNS. It is very much clear that is nearly three fourth of the population spending much time in using SNS daily.

Table-6 Problems while using SNS

Problem While using SNS		
Problems	**Responses**	**Percentage**
Internet Connectivity	42	42
Lack of Time	48	48
Repeated content	4	4
No problem	6	6
Total	**100**	**100**

In the above table barrier of using the SNS were mentioned in which "Lack of Time" got the majority with 48 percent followed by "Internet connectivity" got 42 percent and 'Repeated content' and 'No Problem' suggested by lowest number of respondents 4 percent and 6 percent respectively.

Table-7 Awareness about the Section 66A & Section 67 of IT Act

Awareness about the section 66A &Section 67 of IT Act		
Awareness	**Respondents**	**Percentage**
Yes	54	54
No	46	46
Total	**100**	**100**

The IT Act plays vital role, while sharing the information on Social Networking Sites. Awareness about Section 66 A and Section 67 of IT Act depicts in the above table. The table shows that 54 percent of the respondents were aware about the section 66A & 67 and 46 percent respondents were not aware about the section 66 A and section 67 of IT Act. It needs orientation of students and the library staffs have to include it in their orientation programme.

Table-8 Satisfaction Level of the SNS

Satisfaction level of the SNS		
Level of satisfaction	**Respondents**	**Percentage**
Fully Satisfied	38	38
Partially Satisfied	55	55
Not Satisfied	7	7
Total	**100**	**100**

In the above table, it was observed that only 38 percent respondents were fully satisfied with the SNS they used whereas 55 percent of the students showed that they were partially satisfied with the current SNS they used in their daily life and only 7 percent of the respondents were not satisfied with the current SNS they used. Though satisfaction level is varying the use of SNS is explicable.

The hypothesis conceived was 'SNS tools are satisfactory level in all aspects among

students', From the above data analysis it can be easily found that the hypothesis was validated in terms of its awareness, uses, access frequencies, purposes and its satisfaction of SNS usage.

Findings

The following findings were found from the study:

1 Awareness is an essential component to process any activity. Therefore, in order to know the extent of awareness of sharing information while using SNS tools/services by the medicos it was revealed that most of the students were aware about the SNS tools and its services.
2 No significant difference observed between male and female in use of SNS.
3 All the respondents used the SNS tools and services for sharing the information. The shared information was related to education, general, and edutainment. The purposes of joining the particular SNS were favoured in Education 47 percent and Edutainment 32 percent and General purposes was 21 percent.
4 This study shows about the great impact of Facebook i.e. 40 percent was most responded as their popular SNS and followed by Twitter and LinkedIn.
5 Majority of the respondent's i.e. 73 percent used SNS every day.
6 Majority of the respondents i.e. 67 percent spent less than 2 hrs per day on SNS. This is a great impact of SNS and its implications are also inevitable.
7 It was found that students had facing some problem while using SNS and 48 percent of students indicated Lack of Time and

followed by Internet connectivity and repeated content.

It was illustrative that almost all the students were aware of Section 66A and 67 of the IT Act and its implications.

Overall majority of the respondents was satisfied of SNS.

Based on the data interpretations and its findings the researcher puts forth some suggestion as;

✓ Students must know about the SNS tools and services which are helpful in their education i.e. Global school net (www.globalschoolnet.org)- A resource for global collaborative projects, Kidblog (kidblog.org/home.php) – A secure community for classroom blogging, etc.
✓ College library staff should explore possibilities in SNS tools and services to enhance use of Libraries.

Conclusion

It is observed from the study that students of D Y Patil Medical College use the SNS tools and services on the daily basis. They share all types of information on the SNS like education, general and edutainment. Facebook was the most popular SNS tool among the students. They used the Smartphone for accessing the SNS. Students are aware about the Section 66A and Section 67 of IT Act.

Though they are satisfied with the current SNS and they demand campus access and it is to be linked with library sites for effective information dissemination and learning.

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