CHAPTER V

FINDINGS, CONCLUSIONS AND SUGGESTIONS
In this research on “A Study of Online Social Networking Sites in Academia With special reference to Management Institutes in Pune City”, the researcher has examined various literatures dealing with Social Networking. The current research has primarily examined the role of Social Networking Sites among management students and faculty members. The study also has attempted to find the usage of social networking sites by students and faculty members of management institutes.

With the emergence of Web 2.0 technology, where social networking sites, is a succession from websites which are static to a more collaborative, interactive and reactive website design. There are a variety of tools online for publishing multimedia content, frequently in a range of formats including text, video, audio, and pictures. It facilitates interactions to cross one or more stages or services through sharing links, and give rise to different degrees of engagement by users who can read, answer to and republish immense amount of information freely and easily. Users of Social networking are clients of information who act in new ways, repurposing and sharing data as hybrid creators and users, individually and increasingly in groups. The choice of tools and services is changing rapidly, search for new techniques to combine them and increasingly employ in collaborative content creation.

5.1 FINDINGS: From Student Respondents

In today’s generation, more number of students uses smart phones (81.5%) as well as social networking sites, since in this digital world it has become more common to use these sites for a tool for communicating. From this study it has been observed that (29.8%) of students are using social networking sites for about maximum 2-3 hours in a week and further 26.8% students use these sites for 1-2 hours in a week. It is found that there is no uniformity in the location to operate social networking sites. From the options given to students as to which location do they operate social networking sites, it was discovered that as the students spend most of their time in a day in their college, majority of students (36.5%) operate from management institute/college. From the given examples of social networking sites, there was no uniformity in the using the sites. Following are the findings for the usage of sites by the students.
It is observed that from the given option student respondents (23.7%) use Facebook for less than two hours, while 26.8% respondents use Facebook for two to three hours per day.

It is observed that Tweeter is used by 15.7% of respondents for less than two hours and 12.6% of respondents use Tweeter rarely.

It is observed that Bharat student is used by 18.5% of respondents for less than two hours and 22.5% of respondents use Bharat student once a month, while 19.7% of respondents use Bharat student rarely and 18.2% do not use it.

It is found that Yahoo I pulse is used by 3.7% of respondents for less than two hours and 14.5% of respondents use Yahoo I pulse once a month, while 13.8% of respondents use Yahoo I pulse rarely and 44.9% do not use this site.

It is found that Google plus is used by 23.7% of respondents for less than two hours and 26.8% of respondents use Google plus for two –three hours, 10.5% use Google plus once a month, while 14.2% of respondents do not use this social networking site.

It is found that LinkedIn is used by 23.7% of respondents for less than two hours and 26.8% of respondents use LinkedIn for two –three hours, 8.3% of respondents use LinkedIn once a month, while 16.3% respondents do not use this site.

It is observed that Classroom 2.0 is used by 4.3% of respondents for less than two hours, 17.5% use Classroom 2.0 once a month, while 21.2% respondents use Classroom 2.0 rarely 25.5% respondents do not use this site.

It is found that Ning is used by 3.3% of respondents for less than two hours and 28% use Ning rarely while 28% respondents do not use it.

It is found that Academia.edu is used by 12.9% respondents for less than two hours, 5.5% use Academia.edu once a week, 18.2% respondents use Academia.edu once a month, while 28.3% respondents do not use this social networking site.
It is found that edWeb is used by 4% respondents for less than two hours and 3.7% respondents use edWeb once a week, 17.8% respondents use edWeb once a month, while 24.6% respondents rarely use edWeb and 34.1% respondents do not use this social networking site.

It is noted that ePals is used by 3.6% of respondents for less than two hours, 5.5% respondents once in a week, 17.5% respondents use ePals once in a month, 21.2% respondents use it rarely and 36.3% respondents do not use this social networking site.

It is observed that twiducate is used by 2.4% respondents for less than two hours, 1.5% respondents use twiducate once in a week, 21.5% of respondents use twiducate in a month, 21.2% respondents use it rarely and 37.5% respondents do not use this social networking site.

It is noted that Shiksha.com is used by 20.9% respondents for less than two hours, 10.5% respondents use for two- three hours, while in a week it is used by 1.8% respondents, 8.9% respondents use Shiksha.com once in a month, 11.1% respondents use it rarely and 31.1% respondents do not use this social networking site.

It is noted that live@edu is used by 4.3% respondents for less than two hours, while in a month it is used by 14.2% respondents, 36% respondent’s use it rarely and 31.0% respondents do not use this social networking site.

It is noted that Educause is used by 3.6% respondents for less than two hours, while in a week it is used by 2.2% respondents, 12% respondents use Educause once in a month, 34.8% respondents use it rarely and 31.6% respondents do not use this social networking site.

It is observed that You tube is used by 23.7% respondents for less than two hours, 24.6% respondents use You tube for two – three hours while in a week it is used by 4.6% respondents, 10.5% respondents use You tube once in a month, 6.8% respondents use it rarely and 14.2% do not use this social networking site.
It is found that Pintrest is used by 6.5% respondents for less than two hours, 3.7% respondents use this site for two-three hours, in a week, it is used by 14.8% respondents in a month, while it is used by 32.3% respondents rarely, and 21.2% respondents do not use this social networking site.

To find out the reasons for using social networking sites by students, they were given few options. Students have opted for communicating with friends and the priority gradually then moves to meeting with professionals, online shopping and academic or educational purpose. As students find these sites more useful for communicating among friends and also at the same time they want to strengthen their network which would definitely help them in future

From the management institutes under study, it is observed that most of the management institute/college allows students to use social networking sites. Further many colleges have not conducted workshop for social networking sites/ICT. It is found that only few of respondents reveal that the workshop conducted has included an academic purpose and have specifically conducted workshop on cyber crime/laws/information security. There are some colleges who also offer wi-fi facility. Institutes have also framed policy for usage of social networking sites by students and faculty. It is observed that, majority of students respondents (64%) are of the opinion that social networking sites is user friendly, 16.6% of respondents agreed to face problems/threats in using social networking sites, further 46.8% of respondents are aware of IT Act and 46.8% respondents are aware of plagiarism.

For the educational/academic usage following are the findings: It is observed that there are majority of students agree on social networking sites are helpful for summer internship / research projects. Students share important information and also get guidance accordingly through the experts by using these sites. They also get updates and are useful in updating knowledge regarding the current trends in the market/industry. It has been observed that students neither agree nor disagree for social networking sites helps in expressing with teachers/students. Social networking sites do help students in interacting with friends on educational
subjects. It is observed that social networking sites help the respondents as a platform for interaction and discussion of current topics on education. These sites help the student respondents to update on the subjects during syllabus revision as well as get to know updated tools for presentation by sharing links.

It is found that social networking sites help the student respondents as a platform to give their suggestions for arranging resource person for guest lectures and seminars. It has been observed that majority of students agree that social networking sites helps to prepare for online exam by sharing links or posting the informative content useful to the students.

It has been observed that majority of students agree for applications of social networking sites in education should be included in syllabus. These sites help the students in preparing class notes as teachers can share their notes in the group. It has been observed that social networking sites helps students in preparing research articles. By doing above activities online, majority of students agree for social networking sites helps in enhancing online learning. Social networking sites help students to know professionals of their areas of interest. These social networking sites are a supplementary learning tool used for enhancing students’ sense of classroom community. Most of the students agree that social networking sites helps to improve their creativity and output.

It has been found that social networking sites allow alumni to share job openings with friends. It helps to share important links which helps to guide/practice them for aptitude test. It has been observed that most of the students agree that social networking sites are useful in educational purpose and also would like to learn the usage of social networking sites for educational purpose. It is found that most of the students do not agree or disagree that one should be aware of the Government rules regarding the use of social networking sites. It has been observed that most of the students disagree that their college /institute should schedule sessions for awareness of advantages and disadvantages of using social networking sites. It has been observed that most of the students do not agree or disagree that University should provide guidelines for sessions on creating awareness of usage of social networking sites. It has been observed that most of
the students disagree that their institute or college should take measures for security regarding usage of social networking sites.

5.1 FINDINGS: From Faculty Respondents

From the analyzed data the following findings is inferred. The major conclusions and the resultant suggestions are given below:

It has been observed that more number of female faculty with a percentage of 55.6% have participated in the study, also there are more Post graduates (72.2%) than Doctorate. It is noted that in the current era most of the faculty are using smart phone (77.8%) and many faculty members (79.6%) are using Social networking sites. The duration of usage of social networking sites by faculty members for 3-4 hours is the maximum (64.8%), 3.7% faculty respondents use them for 2-3 hours in a week while 11.1% faculty respondents use social networking sites for more than 5 hours in a week. Hence maximum usage of social networking sites is 3-4 weeks by the faculty respondents. Faculty members operate social networking sites from home, college or through their phones. From this study it is found that majority of faculty respondents (70%) operate social networking sites from college. Faculty members were given some examples of social networking sites, to find out which sites they operate and their duration to operate. Following are the findings for these examples provided

It is observed that most of the respondents (50%) use Facebook for less than two hours, while 5.6% respondents use Facebook for more than six hours per day.

It is observed that Tweeter is used by 33% respondents for less than two hours and 22.2% respondents use Tweeter rarely.

It is observed that Bharat student is used by 3.7% respondents for less than two hours and 20.4% respondents use Bharat student once a month, while majority of respondents use Bharat student rarely and 48.1% do not use it.

It is found that Yahoo I pulse is used by 31.5% respondents for less than two hours while majority of respondents use Yahoo I pulse rarely and 31.4% do not use this site.
It is found that Google plus is used by 46.3% respondents for less than two hours and 13% respondents use Google plus for two–three hours, 5.6% use Google plus once a month, while 20.4% respondents do not use this social networking site.

It is found that LinkedIn is used by 37.03% respondents for less than two hours and 16.7% respondents use LinkedIn for two–three hours, 14.8% use LinkedIn once a month, while 9.2% respondents do not use this site.

It is observed that Classroom 2.0 is used by 3.7% respondents for less than two hours, 9.3% use Classeiim2.0 once a month, while 25.9% respondents use Classroom 2.0 rarely 64.8% respondents do not use this site.

It is found that Ning is used by 3.7% respondents for less than two hours and 35.2% use Ning rarely while 64.8% respondents do not use it.

It is found that Academia.edu is used by 31.5.9% respondents for less than two hours and 18.5% respondents use Academia.edu for two–three hours, 7.4% use Academia.edu once a week, 22.2% respondents use Academia.edu once a month, while 20.4% respondents do not use this social networking site.

It is found that edWeb is used by 20.4% respondents for less than two hours and 7.4% respondents use edWeb once a week, 27.8% respondents use edWeb once a month, while 20.4% respondents rarely use edWeb and 38.8% respondents do not use this social networking site.

It is noted that ePals is used by 1.9% respondents once in a week, 16.7% respondents use ePals once in a month, 33.3% respondents use it rarely and 48.1% respondents do not use this social networking site.

It is observed that twiducate is used by 3.71% respondents use twiducate once in a month, 42.6% respondents use it rarely and 53.7% respondents do not use this social networking site.

It is noted that Shiksha.com is used by 18.5% respondents for less than two hours, while in a week it is used by 1.9% respondents, 18.5% respondents use Shiksha.com once in a month, 33.3% respondents use it rarely and 27.8% respondents do not use this social networking site.
It is noted that live@edu is used by 9.3% respondents, 20.4% respondents use live@edu once in a month, 35.2% respondents use it rarely and 38.8 respondents do not use this social networking site.

It is noted that Educause is used in a week it is used by 13.0% respondents, 18.5% respondents use Shiksha.com once in a month, 22.2% respondents use it rarely and 46.2% respondents do not use this social networking site.

It is observed that You tube is used by 22.2% respondents for less than two hours, while in a week it is used by 42.5% respondents, 20.3% respondents use You tube once in a month, 11.1% respondents do not use this social networking site.

It is found that Pintrest is used by 1.9% respondents for less than two hours, while in a month it is used by 16.7% respondents, 40.7% respondents use Pintrest rarely, and 40.7% respondents do not use this social networking site.

Social networking sites are used by faculty for various reasons, for communicating among friends, educational, communication with students, online shopping and meeting with professionals. It has been observed that the majority faculty respondents (72.2%) use social networking sites for communication, further it is used for academic (68.5%) and communicating with students and it also been used for meeting and interacting with professionals and (61.1%) lastly for online shopping. Hence faculty members are also using social networking sites as a communication tool and for academic purpose where they can even use it for research purpose. Management colleges / institutes have offered the faculty (70.4%) to use social networking sites. Further there are many faculty members (55.6%) who have not been given any kind of training for using the social networking sites for educational purpose. Faculty members find using social networking as user friendly and moreover, there are many management colleges where there is no Wifi facility and few colleges are having this facility. It is also observed that majority of faculty (72.2%) members from management colleges have not framed any policy for using social networking sites.

Social networking sites are also used for teaching-learning, as there are majority of faculty members of the opinion that social networking sites are helpful for research projects. It is useful in updating knowledge regarding the current trends in the
market/industry. Social networking sites help the faculty to express their thoughts with teachers/students. It is found that many of the faculty members agree on social networking sites helping interacting with friends on educational subjects and these sites act as a platform for interaction and discussion of current topics on education helps which further helps the respondents to update on the subjects during syllabus revision. Faculty, also agree to include the important aspects of social networking sites in the curriculum of the students. Faculty share important links to demonstrate to the students’ important sessions through the use of tools and technology. Profiles of professionals are available on LinkedIn. By searching for experts in the respective field, social networking sites become a platform for arranging resource person for guest lectures and seminars. By using these sites, faculty can prepare and upload their notes for the students to refer. They can refer to the sites such as Academia.edu to read and prepare their own research articles. By doing these activities online, definitely, online learning is on the rise. Faculty has observed that by having their alumni contacts maintained, they help the students to identify new projects, inform about job openings.

Social networking sites can be used by the institutes for promoting their courses as it is a faster and economic means to publicize management institute/colleges. It is observed that management institute/college (72.2%) have an account on social networking sites and also post activities of the management institute / college. Further announcement for seminar/workshop/cultural event are also posted by the management institute/college (87%). It is observed that management institutes/colleges are using social networking sites for their admission, but only a few of them are taking this advantage. 57.4% use social networking sites for admission and 42.6% do not use it. Further 61.1% respondents are of the opinion that less than 10% admissions are done through social networking sites and 38.9% say 10% - 30% admission are done through social networking sites. Faculty do not completely feel that the entire responsibility lies on them for any kind of issues created in the institute regarding social networking sites. They are of the opinion that the University should provide guidelines for scheduling sessions on security awareness and the usage of these sites by faculty and students.
5.2 CONCLUSIONS

Social networking sites have become well-liked in the present days. The objective of this research among students and faculty members of management institutes/colleges is to shed light on the usage of social networking sites by them. For the most part of the public particularly students have been fond of social networking sites. Students, instead of spending their spare time in educational or entertainment purposes, they are
more often hooked with social networking sites. Thus, the researcher conducted this research to find out usage of social networking sites in academia by management students and faculty. The researcher found out that, as social networking sites are used for sharing information, this can be helpful for students of management institutes/colleges for their summer internship project / research projects.

It is revealed that social networking sites are a useful media for providing professional information to students. It is therefore concluded that students are using social networking sites for their communication, an opportunity to get themselves introduced to the professionals in their field, hence strengthening their network which could be used in future. They get guidance for their projects and their academics related queries also.

The researcher found out that, as social networking sites which are used for sharing information, this can be helpful for faculty members of management institutes/colleges for their research projects. It can help in updating knowledge regarding the current trends in the market and interaction on topics among friends with respect to academics. Social networking sites as seen from the past studies in the West, has been used by the students for entertainment for the most of the time and to some extent for educational purpose. The researcher in this study has proved that in management colleges/institutes in Pune city, students and teachers are increasing their focus on using social networking sites not just for entertainment but also for educational purpose.

To conclude, the Social Networking sites in academia are useful for the faculty and students in management Institute in Pune. These sites are the essential part of their life and they are extensively using the social sites for the communicating tool, learning process and also to get updated. In addition to this the management institutes are now coming up with strategies to guide the students and faculty through Social networking site.

**STATISTICAL CONCLUSIONS:**

From the hypothesis testing it is found that
For hypothesis 1, since P value (0.000) is less than level of significance it is concluded that there is a significant difference in the students’ usage of social networking sites with reference to location of use and the time spent is proved.

For hypothesis 2, as P value is 0.000 less than the level of significance it is concluded that Students use social networking sites mainly for communicating with friends and meeting with professionals is proved.

As per the hypothesis 3, all variables have observed proportion more than 50% and p value less than 0.05 except one variable, whose Value is more than 0.05. Hence hypotheses “Social networking sites are a useful platform for students learning process” is proved.

For hypothesis 4, since P value is less than 0.05, it is concluded that Faculty use social networking sites mainly for communicating with friends and educational purpose.

For hypothesis 5, all variables have observed proportion more than 50% and p value less than 0.05. Hence hypotheses “Faculty utilize social networking sites for teaching –learning process” is proved.

For hypothesis 6, it is seen that out of four variables, three variables have observed proportion more than 50% and p value which is 0.000 and is less than 0.05. Hence the hypothesis “Social networking sites act as a strategic tool in hands of management institutes to promote their courses” is proved.

5.3 SUGGESTIONS

Common Suggestions

As Facebook is the most common site preferred by the faculty and the students, here are some suggestions that can be followed
• Faculty should create a friend list named as the student batch and fine tune the privacy settings, so that things would be managed as to what the students can view.
• Facebook group can be created per course; hence relevant discussion about topics regarding their academics can be done using discussion board.
• Rich content such as interesting articles, videos, news clips Web sites etc. can be shared through Wall. Students can be invited to do the same.
• Students can be briefed about appropriate online activities, including to keep passwords private, never speak to strangers online, and to treat others respectfully. Users can be updated with dynamic content through Facebook in education page.

For Management Institute/College:

• Management colleges/institutes should conduct hands on workshop on the usage of Social networking sites for students’ academic purpose. By doing this the students will be briefly educated about the categories of social networking sites and their usage accordingly.
• The most economic and fast media for branding of Management colleges/institutes is done through social networking sites. Colleges should make a maximum utilization of these sites to achieve this. This branding of the institute relates to institution ranking which affects their admissions.
• Management colleges should maintain the alumni database and make use of social networking sites for placement activity. This will help in forming and registering the alumni association. Alumni can then coordinate and schedule different activities for the institute.
• Management colleges should frame policy for the use of social networking sites which should be implemented under proper control. It was found that few institutes framed policies for the usage of social networking sites, hence proper usage with restrictions to the social networking sites for students and faculty should be done. These should be using simple English, without any ambiguity, crystal clear and displayed in the computer laboratory.
• Seminar or guest lecture should be scheduled for management students and teachers which would create an awareness of the negative aspects of social networking sites as it was found that few institutes conduct workshops relating to cyber security or information security. This will deal with the privacy and security issues of the user.

• Management colleges should motivate students to use social networking sites for educational purpose, as it is not just a source of entertainment and their capability of learning online should increase.

• Institutes should try to adopt a internal policy of having a subject in the course where assignments, notes should be uploaded on these sites, where by the usage of them is increased in a productive manner

• Institutes must install firewall and antivirus and regularly update it for protection, as social networking sites are based on internet and should be safe from any kind of virus attack or malicious code.

For Governing Body/Universities

• As there are audits from the university authorities in the management institutes for their proper functioning, there should also be audits from the governing body/University to check and interact with the students on the usage of social networking sites for an educational purpose.

• University should motivate students to make their own social networking site for all the students under the purview of University. The students can thus share information across the University level. An effective database of all the students can be thus generated which would help in conducting different activities and placement too. Such students should be awarded.

• Government body/ University should frame specific policy for use of social networking sites for management institutes/colleges. As the syllabus is updated regularly from the university authorities, a policy should be framed as to specifying the types of social networking sites and the purpose of usage.

For Students
• The students should be allowed to work on social networking sites for a scheduled time under proper supervision, otherwise there is an addiction created among the students.

• Students should not post personal details like their phone number or residential address as these details could be misused.

• Students should keep changing their passwords and should not disclose it to anyone for security and privacy reasons.

• Students should attempt to make use of technologies available on social networking sites for performing activities conducted academically such as uploading their solved assignments on these sites, taking help from these sites for their summer internship projects and research purpose.

• Students should prepare their presentations using these sites, refer to the notes shared by the teachers hence could enhance their task of online learning.

• Students should develop a customized social networking site for teachers and students so that they can share authentic information, which could help them for educational purpose.

• As it indicates, networking sites, they should build their networks which could be utilized for their placements too.

• To have a self control while working on these sites, so that they do not become addicted to it, this can lead to negative effects.

• Students should stay away from clicking on links in online advertising. These may be links to viruses or other forms of malicious content which would be harmful.

• Students should get familiar with the privacy policies of the sites operated, so that it can be customized with privacy settings to control who sees what information.

• Students should get rid of negative posts or pictures, because as it has been observed that during job interviews, company officials do observe the student’s behavior on social networking sites.

• They should avoid posting any material that might hurt the feelings of any individual or a community.

For Teachers / Academicians

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• As social networking sites can be incorporated into classroom teaching and used to bond students and families with teachers outside of the classroom, teachers should consider ways to avoid potential issues.

• Teachers should keep changing their passwords and should not disclose it to anyone for security and privacy reasons.

• Social networking sites can be great for informing students and families of important updates related to class work, projects, classroom reminders, and relevant community events.

• They should consider restrictions between professional and personal lives. If they wish to connect and interact with students and their families online, they should make sure to keep postings and photos which are suitable and professional.

• The standards for teachers embrace the expectation that they should model, teach, and advocate the safe, ethical, and legal use of technology. So, the responsibility is on teachers to be aware and meticulous in using technology in appropriate and productive ways.

• It is recommended using safe, secure internet programs such as ePals for students to put into practice digital manners and suitable interactions. The conception is that light conversation is not adequate. Teachers must model, supervise, and directly teach students to be savvy and safe digital citizens within and beyond classroom walls.

• It is suggested that teachers should use Password-protected blog sites and institute-approved sites are probably safer places to socially connect with the students.

• They should incorporate certain assignments for some subjects to be uploaded on these sites creating a connectedness among students and teachers.

• They can use google docs for uploading their notes for easy access to the students.

• They should avoid posting any material that might hurt the feelings of any individual or a community.

• They can design small projects to be give as assignments online to students which could be done in groups.
5.4 SCOPE FOR FURTHER RESEARCH

The researcher for her study has taken management institutes in Pune city offering MBA courses affiliated to Savitribai Phule University and AICTE. Research could be performed in cities other than Pune city, within Maharashtra state or outside Maharashtra. Further study could be done for other than management institutes like engineering colleges or any other stream of graduation. As technology is changing rapidly, new social networking sites are developed and some become obsolete, there also remain many features which are still not known, hence research could be undertaken considering these new sites. There can be comparison done among the usage in different cities or universities.