APPENDIX – B

STATISTİCAL TOOLS USED

The Statistical Package for Social Science (SPSS) version 16 for Windows was used for analysing the data collected during the questionnaire survey. The respondents were given numbers for identification purposes. The districts and colleges each respondents were coded with numbers so that the situation in each region or village under the different questions in the questionnaire can be analyzed. Each question in the questionnaires was identified by a variable name and within variables there were values and value labels for identification of responses from the respondents. After coding the information from the questionnaires, template for entering data into the computer program was created. Simple statistical tools such as regression model, Chi-Square, Frequencies and Factor for the testing of hypotheses, mean, standard deviation and coefficient of variations are used along with bar and pie diagram. The regression model is used to analyse primary sources of information.

The correlation matrices are used to drop less important variables and thereby avoid multi-collenearity problems. For the final regression analysis number of different combinations are tried to arrive at a final list of variables with a good fit in terms of explanatory power.

Frequencies

The Frequencies is useful for obtaining summaries of individual variables. Summaries of individual variables provide an important "first look" at our data. Some of the tasks that these summaries help us to complete are listed below.

- Determining "typical" values of the variables.
- Checking the assumptions for statistical procedures.
- Checking the quality of the data.

Cross Tabulation

The cross tabulation table is the basic technique for examining the relationship between two categorical (nominal or ordinal) variables, possibly controlling for
additional layering variables. The Cross tabulation procedure offers tests of independence and measures of association and agreement for nominal and ordinal data. Additionally, you can obtain estimates of the relative risk of an event given the presence or absence of a particular characteristic

**Chi-Square Test**

A chi-square test is any statistical hypothesis test in which the test statistic has a chi-square distribution when the null hypothesis is true, or any in which the probability distribution of the test statistic (assuming the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough. Specifically, a chi-square test for independence evaluates statistically significant differences between proportions for two or more groups in a data set.

In the social sciences, the significance of the chi-square statistic is often given in terms of a p value (e.g., $p = 0.05$). It is an indication of the likelihood of obtaining a result ($0.05 = 5\%$). As such, it is relatively uninformative. A more helpful accompanying statistic is phi (or Cramer's phi). Phi is a measure of association that reports a value for the correlation between the two dichotomous variables compared in a chi-square test ($2 \times 2$). This value gives you an indication of the extent of the relationship between the two variables. Cramer's phi can be used for even larger comparisons. It is a more meaningful measure of the practical significance of the chi-square test and is reported as the effect size.

The chi-square test measures the discrepancy between the observed cell counts and what you would expect if the rows and columns were unrelated. The degree of influence of the following independent variables pertaining to the respondents with respect to the factors influencing marketing decisions and market conditions is:

\[
\chi^2 = \frac{(O-E)^2}{E}
\]

With Degree of Freedom (D.F.) = (c-1) (r-1) where,

\begin{align*}
O & = \text{ Observed frequency,} \\
E & = \text{ Expected frequency,}
\end{align*}
c = Number of columns,
r = Number of rows.

**Factor Analysis**

Factor analysis attempts to identify underlying variables, or factors, that explain the pattern of correlations within a set of observed variables. Factor analysis is often used in data reduction to identify a small number of factors that explain most of the variance that is observed in a much larger number of manifest variables. Factor analysis can also be used to generate hypotheses regarding causal mechanisms or to screen variables for subsequent analysis (for example, to identify co linearity prior to performing a linear regression analysis).

The factor analysis procedure offers a high degree of flexibility:

- Seven methods of factor extraction are available.
- Five methods of rotation are available, including direct oblimin and promax for non-orthogonal rotations.
- Three methods of computing factor scores are available, and scores can be saved as variables for further analysis.

**Regression Analysis**

Regression analysis is any statistical method where the mean of one or more random variables is predicted based on other measured random variables.

Regression analysis is the next step up after correlation; it is used when we want to predict the value of a variable based on the value of another variable. In this case, the variable we are using to predict the other variable's value is called the independent variable or sometimes the predictor variable. The variable we are wishing to predict is called the dependent variable or sometimes the outcome variable.

**Functions**

\[ Y = a \pm b_x \]

Y = Independent Variable
a = Constants (Regression Co-efficient)
b = Significance
x = Dependent Variable
APPENDIX – C

TABLES

Colleges in each Districts of Tamilnadu

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>District</th>
<th>Arts and Science</th>
<th>Engineering</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
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<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>2</td>
<td>Chennai</td>
<td>77</td>
<td>62</td>
<td>139</td>
</tr>
<tr>
<td>3</td>
<td>Coimbatore</td>
<td>59</td>
<td>64</td>
<td>123</td>
</tr>
<tr>
<td>4</td>
<td>Cuddalore</td>
<td>13</td>
<td>7</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td>Dharmapuri</td>
<td>14</td>
<td>6</td>
<td>20</td>
</tr>
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<td>6</td>
<td>Dindigul</td>
<td>13</td>
<td>11</td>
<td>24</td>
</tr>
<tr>
<td>7</td>
<td>Erode</td>
<td>24</td>
<td>16</td>
<td>40</td>
</tr>
<tr>
<td>8</td>
<td>Kancheepuram</td>
<td>14</td>
<td>35</td>
<td>49</td>
</tr>
<tr>
<td>9</td>
<td>Kanyakumari</td>
<td>19</td>
<td>29</td>
<td>48</td>
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<tr>
<td>10</td>
<td>Karur</td>
<td>8</td>
<td>6</td>
<td>14</td>
</tr>
<tr>
<td>11</td>
<td>Krishnagiri</td>
<td>14</td>
<td>6</td>
<td>20</td>
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<tr>
<td>12</td>
<td>Madurai</td>
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<td>12</td>
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<td>16</td>
<td>Pudukkottai</td>
<td>5</td>
<td>9</td>
<td>14</td>
</tr>
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<td>17</td>
<td>Ramanathapuram</td>
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<td>14</td>
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<td>20</td>
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<td>24</td>
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<td>20</td>
<td>Thanjavur</td>
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<td>The Nilgiris</td>
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<td>22</td>
<td>Theni</td>
<td>8</td>
<td>4</td>
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<td>Thiruvallur</td>
<td>7</td>
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<td>29</td>
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<td>Vellore</td>
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<td>Villupuram</td>
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<td>17</td>
<td>34</td>
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<tr>
<td>32</td>
<td>Virudhunagar</td>
<td>12</td>
<td>10</td>
<td>22</td>
</tr>
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</table>

(Sources: http://www.collegesintamilnadu.com/TamilNadu.Districts 
htmlhttp://mycollege.in/type/Tamil-Nadu)
<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Countries</th>
<th>SNS #1</th>
<th>SNS#2</th>
<th>SNS#3</th>
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<td>1</td>
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<td>Facebook</td>
<td>LinkedIn</td>
<td>Twitter</td>
</tr>
<tr>
<td>2</td>
<td>Austria</td>
<td>Facebook</td>
<td>Badoo</td>
<td>Twitter</td>
</tr>
<tr>
<td>3</td>
<td>Belgium</td>
<td>Facebook</td>
<td>Badoo</td>
<td>LinkedIn</td>
</tr>
<tr>
<td>4</td>
<td>Brazil</td>
<td>Facebook</td>
<td>Orkut</td>
<td>Badoo</td>
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<td>5</td>
<td>Canada</td>
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<td>LinkedIn</td>
<td>Twitter</td>
</tr>
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<td>6</td>
<td>China</td>
<td>QZone</td>
<td>Tencent Weibo</td>
<td>Sina Weibo</td>
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<td>LinkedIn</td>
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<td>Twitter</td>
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<td>France</td>
<td>Facebook</td>
<td>Badoo</td>
<td>Skyrock</td>
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<td>10</td>
<td>Germany</td>
<td>Facebook</td>
<td>Wer-kennt-wen</td>
<td>Xing</td>
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<td>11</td>
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<td><strong>Facebook</strong></td>
<td><strong>LinkedIn</strong></td>
<td>Orkut</td>
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<td>12</td>
<td>Italy</td>
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</tr>
<tr>
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<td>Mixi</td>
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<td>LinkedIn</td>
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Source: http://www.socialnetworkingwatch.com/all_social_networking_statistics/
Facebook in Asia, Estimated Total Users by Country – Quarter 1 2011

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Current Rank</th>
<th>January 01 2011</th>
<th>April 01 2011</th>
<th>% Change</th>
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<tr>
<td>1</td>
<td>Indonesia</td>
<td>32,129,460</td>
<td>35,177,260</td>
<td>9.5%</td>
</tr>
<tr>
<td>2</td>
<td>India</td>
<td><strong>16,915,900</strong></td>
<td><strong>22,956,220</strong></td>
<td><strong>35.7%</strong></td>
</tr>
<tr>
<td>3</td>
<td>Philippines</td>
<td>18,901,900</td>
<td>22,376,740</td>
<td>18.4%</td>
</tr>
<tr>
<td>4</td>
<td>Malaysia</td>
<td>9,544,580</td>
<td>10,088,720</td>
<td>5.7%</td>
</tr>
<tr>
<td>5</td>
<td>Taiwan</td>
<td>8,751,340</td>
<td>9,053,660</td>
<td>3.4%</td>
</tr>
<tr>
<td>6</td>
<td>Thailand</td>
<td>6,914,800</td>
<td>8,699,080</td>
<td>25.8%</td>
</tr>
<tr>
<td>7</td>
<td>South Korea</td>
<td>2,321,840</td>
<td>4,230,500</td>
<td>82.2%</td>
</tr>
<tr>
<td>8</td>
<td>Pakistan</td>
<td>3,145,940</td>
<td>4,030,260</td>
<td>28.1%</td>
</tr>
<tr>
<td>9</td>
<td>Hong Kong</td>
<td>3,673,580</td>
<td>3,556,020</td>
<td>-3.2%</td>
</tr>
<tr>
<td>10</td>
<td>Japan</td>
<td>1,801,000</td>
<td>2,864,160</td>
<td>59%</td>
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<tr>
<td>11</td>
<td>Singapore</td>
<td>2,437,520</td>
<td>2,318,060</td>
<td>-4.9%</td>
</tr>
<tr>
<td>12</td>
<td>Vietnam</td>
<td>1,799,920</td>
<td>1,590,700</td>
<td>-11.6%</td>
</tr>
<tr>
<td>13</td>
<td>Bangladesh</td>
<td>1,175,140</td>
<td>1,458,980</td>
<td>24.2%</td>
</tr>
<tr>
<td>14</td>
<td>Sri Lanka</td>
<td>758,660</td>
<td>871,760</td>
<td>14.9%</td>
</tr>
<tr>
<td>15</td>
<td>Nepal</td>
<td>680,400</td>
<td>856,700</td>
<td>25.9%</td>
</tr>
<tr>
<td>16</td>
<td>Cambodia</td>
<td>197,240</td>
<td>251,540</td>
<td>27.5%</td>
</tr>
<tr>
<td>17</td>
<td>Brunei</td>
<td>194,580</td>
<td>196,680</td>
<td>1.1%</td>
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<tr>
<td>18</td>
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<td>219,840</td>
<td>195,380</td>
<td>-11.1%</td>
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<td>19</td>
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<td>91,000</td>
<td>164,300</td>
<td>80.6%</td>
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<tr>
<td>20</td>
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<td>141,580</td>
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<td>21</td>
<td>Maldives</td>
<td>89,760</td>
<td>100,920</td>
<td>12.4%</td>
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<td>22</td>
<td>Laos</td>
<td>37,500</td>
<td>49,140</td>
<td>31%</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>111,904,920</strong></td>
<td><strong>131,272,660</strong></td>
<td><strong>17.3%</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: http://www.Facebook Ads estimator.com

It is interesting to note that Indian Facebook users are 35.7%. Indian stands fourth place of Asian countries that use Facebook. The population has increased from January 01, 2011, 16,915,700 to April 01, 2011, 22,956,220. This growth is enormous and the usage is more among the youngsters.
APPENDIX – D

FIGURES

Evolution of Social Networking Sites

Source: abridged from boyd and Ellison (2008, p 212); adapted from http://digital.leadnet.org/2008/02/social-networki.html
Major Facebook using Countries

Facebook growth in large markets

In large markets where Facebook is still competing to be dominant social networking site the growth is accelerating.

Active Facebook users in five countries have grown by more than 19 million in the last four months. October 26 2010 to February 24 2011.

Facebook users in India

Source: http://trak.in/tags/business/2011/06/24/facebook-india-statistics/

Facebook usage in India is highly skewed towards males (71%) – with only 29% of users being females!
Time-line of the launch dates of some of the major Social Networking Sites. (Boyd and Ellison, 2007)
BIBLIOGRAPHY


WEBSITES


### Open ended Questions & Answers

<table>
<thead>
<tr>
<th>Your opinion on SNS relationship and groups?</th>
<th>How online relationship affects offline relationship?</th>
<th>What are the determining factors for using Facebook?</th>
</tr>
</thead>
<tbody>
<tr>
<td>It gives lots of friends but it is not safe.</td>
<td>There is no difference but many of them are addicted to these sites.</td>
<td>Creates friendships</td>
</tr>
<tr>
<td>We lose face to face relationship.</td>
<td>There are lots of misunderstanding among the real relationship.</td>
<td>Creates network for future use.</td>
</tr>
<tr>
<td>Since most of the time spent on computer precious time is affected.</td>
<td>If SNS is used for illegal purpose relationships are strained.</td>
<td>It helps to know current events and happenings</td>
</tr>
<tr>
<td>To know about friends.</td>
<td>It does not affect both relationships.</td>
<td>Time consuming.</td>
</tr>
<tr>
<td>Helps to share our own thoughts and ideas with other friends very easily.</td>
<td>It has got very low risk of relationship</td>
<td>Easy access</td>
</tr>
<tr>
<td>Helps to relate with friends who are in different countries.</td>
<td>Online relationship really makes a difference in offline relationship.</td>
<td>Able to have friends with the like minded groups</td>
</tr>
<tr>
<td>Through this site we can have better social sharing.</td>
<td>Relationship is very much affected and we are not able to speak with our real friends.</td>
<td>No privacy control.</td>
</tr>
<tr>
<td>It helps to know about the prominent figures in the society with their photos.</td>
<td>It does not affect our relationship.</td>
<td>Helps to gain new information.</td>
</tr>
<tr>
<td>It is very useful.</td>
<td>Since much time is spent on SNS real life is affected.</td>
<td>It helps to form groups.</td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>--------------------------------------------------------</td>
<td>--------------------------</td>
</tr>
<tr>
<td>It has both good and bad. We should choose only what is good for us.</td>
<td>According to people’s mentality it varies.</td>
<td>Sharing in the groups reaches very easily</td>
</tr>
<tr>
<td>SNS breaks all the barriers and helps to know varieties of news, general knowledge and search for job availability.</td>
<td>Because of SNS there is no time interact with the real friends and family people.</td>
<td>Posting of pictures</td>
</tr>
<tr>
<td>Through SNS Relationship is strengthened very much</td>
<td>It is not allowing to have interaction with real people.</td>
<td>Downloading new pictures</td>
</tr>
<tr>
<td>Through SNS we make new friends. We do not know whether they are really good persons. Due to which many problems arise.</td>
<td>It does not affect our real life.</td>
<td>Chatting is very easy</td>
</tr>
<tr>
<td>Through this site we come to know different foreign countries problems.</td>
<td>On line relationships are better than offline relationship.</td>
<td>Easy access.</td>
</tr>
<tr>
<td>Helps to make new friends and able to share news very easily.</td>
<td>Most of them forget about their parents when they are in SNS.</td>
<td>I like Facebook because we can make friendship with any easily, and can see their details very easily.</td>
</tr>
<tr>
<td>It is meant for sharing our thoughts, ideas and feelings.</td>
<td>I do not feel online relationship is affecting offline relationship.</td>
<td>It helps to upload photos, profile pictures.</td>
</tr>
<tr>
<td>Helps to share our own joys and sorrows.</td>
<td>Because of more consumption of SNS there is no time to talk with offline people.</td>
<td>It allows, to have new conduct with friends.</td>
</tr>
<tr>
<td>-----------------------------------------</td>
<td>---------------------------------------------------------------------------------</td>
<td>---------------------------------------------</td>
</tr>
<tr>
<td>I am able to have relationship with the school and old friends.</td>
<td>It is useful to identify old and new friends.</td>
<td>Sharing college festival photos</td>
</tr>
<tr>
<td>Through this we come to know many friends’ achievements through that we also grow.</td>
<td>Good but should be controlled. Helps to make new friends and able to share news very easily.</td>
<td>Update the happening to friends who are around the world.</td>
</tr>
<tr>
<td>Sharing news and time pass.</td>
<td>We can use sns to know the information and share very easily.</td>
<td>SNS group is very useful to share knowledge</td>
</tr>
<tr>
<td>Through this we are able to know new trends in the world on different areas.</td>
<td>It is meant for sharing our thoughts, ideas and feelings.</td>
<td>It helps speak and chat with far away friends</td>
</tr>
<tr>
<td>It is as important as our real relationship.</td>
<td>Helps to share socio-economical problems with our friends and groups.</td>
<td>Very informative and helps to clear the doubts</td>
</tr>
</tbody>
</table>
**Paper presentation**


**Publication**


**Participation of Conference**


**Participation of workshop**

1. UGC sponsored all India workshop on *Research methodology for research Scholars*, Pondicherry University, 4th and 5th August 2011.

