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## Research Paper- Education

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# PARALLEL LIFE OF STUDENTS ON SOCIAL NETWORKING SITES

*Dr. Harishchandrasingh Rathod<sup>1</sup>, Prof. Digvijay Barot<sup>1</sup>*  
*<sup>1</sup>Associate Professor,*  
*NICM, Gandhinagar.*

### ABSTRACT

Social media tools have become ubiquitous. You can see our students use them all the time. Among them most popular tools are Facebook, Wiki, YouTube, bulletin board, LinkedIn, blogging, and twittering. The advancement of modern technologies tries its best to accommodate the needs from people, especially the younger generation. This paper will share a research study that was conducted in rise of 2012 in north Gujarat region. The study investigated student's use of different social media tools, their usage rate, and their preference of social networking groups. The study also investigated the awareness level of students towards cybercrime. The results show that the three top-used social media tools are Facebook, Yahoo Group and Orkut; the top four reasons for using social media tools are for social engagement, direction communication, instant messaging, and relationship building. Even though students aware about cybercrime but most of them are not understand the meaning of phishing, vishing and cyber squatting. Based on their response, the research evoked some educational implications of some of these tools as a valuable resource for teaching and learning.

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**Key words** Cybercrime, Cyber Stalking, Phishing, Vishing, Cyber Squatting, Hacking

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## **NEED FOR THE STUDY**

The main aim of this study is to develop a social network among college students in online and offline activities, and to find the ways which can form the social networking among themselves. The study also tries to find out the type of media they are using to contact for the networking and their preference in online social networking sites. It also finds out how they are behaving in the groups and associations.

Social networking is important for college students for their future contacts among themselves. Nowadays, many social networking sites are available around the globe; mainly college students focused sites like Facebook.com and MySpace. Many college students are now using different types of media according to their status of life to spend their time, such as mobile phones, television, the Internet. They are updating their knowledge through online activities like E-mail, IM, online research, online communities, etc. Previously, college students used to spend their time in different groups like sports associations, neighborhood groups like friends' birthday parties and so on. But, nowadays they want to enjoy their maximum time in the college life with their friends forming a network.

## **LITERATURE REVIEW**

Online social networking and Internet communication is becoming wildly popular with adolescents and young adults (Allen, Evans, Hare, Mikami, & Szwedo, 2010, Anderson-Butcher, Ball, Brzozowski, Lasseigne, Lehnert, & McCormick, 2010; DeGroot, Ledbetter, Mao, Mazer, Meyer, & Swafford, 2011; Finkelhor, Mitchell, & Wolack, 2002; Greenfield & Subrahmanyam, 2008; Kramer & Winter, 2008; Regan & Steeves, 2010; Sheldon, 2008).

In the past five years, social media websites have become ubiquitous, giving young people a new way to interact with each other and communicate with the world. This new form of communication depends on user created content, not mass produced messages coming from large media companies.

According to C. M. Maran, Vol. VIII No. 12, December 2009, Social Networks are online websites that allow users to create profiles about themselves and link to the profiles of their

friends. Their profiles include their interests, hobbies, contact information, and pictures about themselves. Additionally, user-created groups allow users with similar interests to find and communicate with each other.

The use of collaborative technologies such as blogs and Social Networking Site (SNS) leads to instant online community in which people communicate rapidly and conveniently with each other.

Social networking is important for college students for their future contacts among themselves. Nowadays, many social networking sites are available around the globe; mainly college students focused sites like Facebook.com and Yahoo.com. Many college students are now using different types of media according to their status of life. To spend their time they use the social media, such as mobile phones, television and the Internet.

Students are updating their knowledge through online activities like E-mail, IM, online research, online communities, etc. Nowadays they want to enjoy their maximum time in the college life with their friends forming a network.

Cyber crime is a term used to broadly describe criminal activity in which computers or computer networks are a tool, a target, or a place of criminal activity and include everything from electronic cracking to denial of service attacks. It is also used to include traditional crimes in which computers or networks are used to enable the illicit activity.

There are a good number of cyber crime variants. A few varieties are discussed here. "Cyber Stalking" is use of the Internet or other electronic means to stalk someone. This term is used interchangeably with online harassment and online abuse. Stalking generally involves harassing or threatening behaviour that an individual engages in repeatedly. "Hacking" is a crime, which entails cracking systems and gaining unauthorized access to the data stored in them. "Phishing" is just one of the many frauds on the Internet, trying to fool people into parting with their money. Phishing refers to the receipt of unsolicited emails by customers of financial institutions, requesting them to enter their username, password or other personal information to access their account for some reason. "Phishing" sites which aims at stealing confidential information such as passwords and credit card details. "Vishing" is the criminal practice of using social engineering and Voice over IP (VoIP) to gain access to private personal and financial information from the public for the purpose of financial reward. The term is a combination of "voice" and phishing. Vishing exploits the public's trust in landline

telephone services, which have traditionally terminated in physical locations which are known to the telephone company, and associated with a bill-payer. “Cyber squatting” is the act of registering a famous domain name and then selling it for a fortune. This is an issue that has not been tackled in IT act 2000.

According to Sindhuja, P. N. and Surajith, Ghosh Dastidar, Vol. VIII No. 12, December 2009, the factors influencing the website usability are format, Ease-of-use, Ease-of-navigation, Information Content, User Support, Privacy and Design. The use of websites are depends on these factors. “Ease of Navigation” is Ease of finding what one desires and knowing where one is in the website. “Privacy” is confidentiality concern about the personal information and content. “User Support” is to improve learn ability and reduce the mental workload. “Information Content” is is quality and comprehensiveness of the information provided by the website. “Ease-of-use” refers to design flexibility. “Format” refers to the logical structure of the website. “Design” refers to aesthetics and language.

## **RESEARCH OBJECTIVES**

- To know how the various reasons for using social media sites.
- To know the most preferred social media sites.
- To know the awareness level of students to cybercrime.

## **HYPOTHESES**

- H0: Education level and online activities are independent.
- H0: Education level and hours spending online are independent.
- H0: Education level and awareness of cybercrime are independent.
- H0: There is no significant relationship between Education level and purpose of using social networking.
- H0: There is no significant relationship between Age and purpose of using social networking.
- H0: Educational qualification and Number of hours spent online are independent.

## **RESEARCH METHODOLOGY**

The study focuses on the awareness on online social networking of college students in North Gujarat region. The research design used for the study is descriptive. This study provides

information about the relationship among the college students after their college life, i.e., how they are developing social networking among their friends and the families.

The descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is the description of existing state of affairs. In social science and business research, we quite often use the term *ex post facto* research for descriptive research studies. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

In this study, both primary and secondary data have been used. For the primary data, a structured questionnaire consisting of close-ended questions to extract the view points of the respondents has been used. For the secondary data, the data have been extracted from different magazines, journals, newspapers and websites. The response from sample size of 200, both the college students of under graduation and post graduation from north Gujarat region, has been collected by adopting quota sampling technique and simple random sampling in this study. It took nearly three months, i.e., from February to April 2012, to conduct this study.

To fulfill the objectives of the study, both conventional and non-conventional statistical techniques have been used. The conventional statistical techniques adopted are percentage analyses and the non-conventional tools like Kruskal Wallis have been used.

## DISCUSSION

- Demographic: The survey was conducted on 50 undergraduate, 50 graduate, 50 post graduate and 50 PhD pursuing students in which 139 (69.5%) respondents were male and 61 (30.5) were female. Moreover 193 (96%) respondents belongs to 15 to 35 age group. Out of 200 respondents 145 (72.5) was unmarried and 55 (27.5) was married.
- Nature of spending time on different media: Study reveals that Mobile, Internet and newspaper are the most preferred media for spending their leisure time. (Statistics: 82 (41%) respondents read newspaper daily, 111 (55.5%) respondents like to watch television daily, only 15 (7.5%) respondents used to listen radio daily, 96 (48%) respondents use internet daily and 120 (60%) respondents use mobile)
- Hours spending online: Study reveals that most of the students spending at least 1 hour a day on Internet.

- Online activities: According to the study usage of social media has been increased because of activities like Email, Instant Message, keeping touch with others, study and research, getting news are the most important activities etc.
- Awareness of Cybercrime: According to survey 169 (84.5%) respondents are aware about the word cybercrime but only 42 respondents know the meaning of phishing. So respondents are aware about different activity involved in cybercrime like phishing, vishing, and cyber squatting. And therefore after becoming victim of cyber crime 44 (22%) respondents have deactivated their online account with different social media sites.

## ANALYSIS

### KRUSKAL WALLIS

H0: Educational qualification and Number of hours spent online are independent

H1: Educational qualification and Number of hours spent online are dependent

Group-1	Rank	Group-2	Rank	Group-3	Rank	Group-4	Rank
1	53.5	2	138.5	2	138.5	1	53.5
1	53.5	4	192.5	1	53.5	1	53.5
2	138.5	1	53.5	1	53.5	2	138.5
2	138.5	2	138.5	1	53.5	4	192.5
2	138.5	2	138.5	3	177.5	3	177.5
1	53.5	1	53.5	2	138.5	1	53.5
2	138.5	1	53.5	1	53.5	2	138.5
1	53.5	4	192.5	1	53.5	3	177.5
1	53.5	4	192.5	1	53.5	4	192.5
1	53.5	4	192.5	1	53.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	2	138.5	2	138.5	4	192.5
1	53.5	1	53.5	1	53.5	1	53.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	1	53.5	1	53.5	1	53.5
1	53.5	1	53.5	1	53.5	1	53.5
1	53.5	4	192.5	1	53.5	2	138.5
1	53.5	3	177.5	1	53.5	4	192.5
3	177.5	1	53.5	1	53.5	2	138.5
1	53.5	1	53.5	1	53.5	1	53.5
1	53.5	1	53.5	4	192.5	2	138.5
1	53.5	1	53.5	2	138.5	1	53.5
3	177.5	1	53.5	1	53.5	2	138.5
2	138.5	1	53.5	2	138.5	1	53.5
4	192.5	1	53.5	1	53.5	1	53.5
2	138.5	3	177.5	2	138.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	2	138.5	1	53.5	2	138.5
1	53.5	1	53.5	4	192.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5

1	53.5	2	138.5	1	53.5	3	177.5
1	53.5	1	53.5	3	177.5	4	192.5
2	138.5	1	53.5	2	138.5	2	138.5
1	53.5	1	53.5	2	138.5	2	138.5
1	53.5	1	53.5	1	53.5	2	138.5
1	53.5	1	53.5	2	138.5	2	138.5
1	53.5	3	177.5	3	177.5	2	138.5
1	53.5	2	138.5	2	138.5	2	138.5
1	53.5	4	192.5	1	53.5	2	138.5
1	53.5	4	192.5	1	53.5	2	138.5
1	53.5	3	177.5	1	53.5	1	53.5
2	138.5	3	177.5	1	53.5	2	138.5
2	138.5	2	138.5	2	138.5	2	138.5
1	53.5	3	177.5	1	53.5	2	138.5
2	138.5	2	138.5	2	138.5	2	138.5
1	53.5	1	53.5	2	138.5	2	138.5
1	53.5	1	53.5	1	53.5	4	192.5
1	53.5	2	138.5	1	53.5	2	138.5
2	138.5	1	53.5	1	53.5	2	138.5
<b>Total</b>	<b>3997</b>		<b>5242</b>		<b>4430</b>		<b>6431</b>

By using the Kruskal Wallis test.

$$K = \frac{12}{n * (n + 1)} * \sum \frac{(R_j)^2}{n_j} - 3(n + 1)$$

$$K = \frac{12}{200 * (200 + 1)} \sum \left( \frac{(3997)^2}{50} + \frac{(5242)^2}{50} + \frac{(4430)^2}{50} + \frac{(6431)^2}{50} \right) - 3(200 + 1)$$

$$K = \frac{12}{200 * 201} * \sum (319520.18 + 549571.28 + 392498 + 827155.22) - 603$$

$$K = 0.0002985 (2088744.68) - 608$$

$$K = 623.49 - 603$$

$$K = 20.49 \quad (d_f = 4 - 1 = 3, \text{Chi}^2 \text{ tabulated} = 7.815, \alpha = 5\%)$$

So. Statistics forced to accept the null hypothesis. From that it is to be concluded that education level and number of spending hour online are dependent and there is a variation among the groups also.

Groups	Variability
All groups	12.60%
Between Secondary and Ph.D	23.34%
Between Secondary and Graduates	5.29%
Between Graduates and Post Graduates	2.19%
Between Post graduates and Ph. D.	15.12%

So, from the above table study conclude that there is a major variability of hours spending online between the Secondary students and the Ph. D. Pursuing students because schooling students mostly use SNS for the passing their leisure time and Ph. D. Pursuing students use it for the study and research purpose.

## **CONCLUSIONS**

The study concludes that students spend at least one or less than one hour a day online and the most popular SNS for them is Facebook. The three top-used social media tools are Facebook, Yahoo Group and Orkut; the top four reasons for using social media tools are for social engagement, direction communication, instant messaging, and relationship building. Even though students aware about cybercrime but most of them are not understand the meaning of phishing, vishing and cyber squatting.

## **RESEARCH GAPS**

- The geographical scope of the study was limited to colleges located in north Gujarat region only.
- Responses of the respondents are biased, and so they may not reveal the true state in some conditions.
- Social network is a vast subject, and hence, there is lack of in-depth analysis in this study.



- The study covers only graduates, Post graduates and PhD pursuing student's social network.

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**QUESTIONNAIRE**

**Gender:**  Male  Female

**College/University :**

**Age:**  15-20  20-25  25-30  30-35  
 35-40  40-45  45-50  More than 50 years

**Education:**  Secondary & Higher Secondary  Graduate  
 Post Graduate  Ph. D.

**Marital Status:**  Married  Unmarried

1. Nature of spending time on different media.

Types of Media	Never	Rarely	Sometimes	Often	Always
Newspaper					
Television					
Radio					
Internet					
Mobile phones					

2. Hours spending online.

1 or less than 1 hour  2-3 hours  
 3-4 hours  More than 4 hours

3. Please rate the following activities.

Activities	Not at all Important	Quite Important	Important	Very Important	I couldn't live without it
E – mails					
Instant Messages					
Playing Games					
Keeping in touch with others					
Study/Research					
Getting News					

4. Are you member of any social networking sites?

Yes  No

5. How many social networking sites do you belong to?

One  Two  
 More than two  Nil

6. Which Social Networking sites do you use currently?

Sites	Never	Occasionally	Monthly	Weekly	Daily
Orkut					
Twitter					
Face book					
Google Group					
Yahoo Group					
LinkedIn					

7. Write the Social networking site you visit most & at which time you mostly visit it?  
(Multiple tick marks possible)

Social website: \_\_\_\_\_

- |  |  |
|--|--|
| <input type="checkbox"/> 7 a.m. to 10 a.m. | <input type="checkbox"/> 10 a.m. to 1 p.m. |
| <input type="checkbox"/> 1 p.m. to 4 p.m.  | <input type="checkbox"/> 4 p.m. to 7 p.m.  |
| <input type="checkbox"/> 7 p.m. to 10 p.m. | <input type="checkbox"/> 10 p.m. to 1 a.m. |

8. With whom do you have a maximum contact on social networking sites?

- |  |                                     |
|--|-------------------------------------|
| <input type="checkbox"/> School friends  | <input type="checkbox"/> Relatives  |
| <input type="checkbox"/> College friends | <input type="checkbox"/> Colleagues |
| <input type="checkbox"/> Unknown person  |                                     |

9. For what purpose do you visit the social networking sites and what is the importance of that?

Purpose	Not at all Important	Quite Important	Important	Very Important	I couldn't live without it
Keeping in touch with friends					
Time Spending					
Planning Events					
Personal Development					
Making new friends					
Sharing new ideas					
Getting up to date information					
Dating					

10. Think about your friends, how many of them are on your social networking site account?

- |                                |                                       |
|--------------------------------|---------------------------------------|
| <input type="checkbox"/> 10-20 | <input type="checkbox"/> 20-30        |
| <input type="checkbox"/> 30-40 | <input type="checkbox"/> 40-50        |
| <input type="checkbox"/> 50-60 | <input type="checkbox"/> 60-70        |
| <input type="checkbox"/> 70-80 | <input type="checkbox"/> More than 80 |

11. Rate the social sites on the basis of given criteria.

( 5 - Excellent.....1 - Very poor)

Factors/Sites	Facebook	Orkut	Google Group	Yahoo Group	Twitter	LinkedIn
Format						
Ease-of-use						
User Support						
Information content						
Ease of navigation						
Design						
Privacy						

12. Rank the following social networking sites according to your preference.

( 1 - Least preferred.....6- Most preferred)

(Write N/A if you are not member in any of the listed social sites)

- [ ] Face book  
 [ ] Orkut  
 [ ] Google group  
 [ ] Yahoo group  
 [ ] Twitter  
 [ ] LinkedIn

13. Are you aware about the word “Cybercrime” on Social Network?

- [ ] Yes [ ] No

14. Tick on the words given below related to the Cybercrime, which ever are known to you.

( Multiple tick marks possible)

- [ ] Cyber Stalking (Online Harassment/Abuse) [ ] Phising  
 [ ] Vishing [ ] Cyber Squatting  
 [ ] Hacking

15. Have you ever deactivated your account on Social network?

- [ ] Yes [ ] No

16. If Yes, Reason for deactivating account....

- I have a privacy concern.
- I don't feel safe on S/N.
- I spend too much time on S/N.
- My Account was hacked.
- For temporary bases, I will come back.
- I don't understand how to use S/N sites.
- I get too many e-mails, invitations and requests from S/N.
- I don't find S/N sites are useful.
- I became the victim of Cybercrime.

Any other \_\_\_\_\_