

Usage of Social Networking Sites (SNS): A Study of Loyola Academy Degree and PG College, Hyderabad, Telangana State

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Abstract - Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network across political economical and geographical borders. The study is conducted at Loyola Academy in Hyderabad city in Telangana State affiliated to Osmania University with objective to know the purpose, frequency, satisfaction level and impact of use of using Social Networking Sites by faculty. The study reveals that respondents are using SNSs for different purposes and are spending time to use them and also opined that there is an impact of SNSs on them. Faculty have improved knowledge, quality of teaching and developed reading and searching skills respectively. More over SNSs helped them in improving academic performance and increase in publication of research articles. It reflects that faculty is in need of SNSs for their growth and knowledge. Faculty members need training and expressed that college library would provide its services to them through SNSs.

Keywords: Social networks, Hyderabad, Loyola academy, faculty

I. INTRODUCTION

Social networking is a web based service that allows user/individual to create a public profile, to create a list of users with whom they want to share, view and cross the connections with the system. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network across political economical and geographical borders. Users can create their own profiles, make friends, participate in chat rooms, and hold private conversations and allow interaction with other users on the websites.

The second generation of web (web 2.0) brings empowerment at the users end by actively creating content and actively participating in web to share information to others. Lalnunpuii, Esther and Verma, Manoj Kumar (2017) Social Networking Sites (SNSs) are one tool of web 2.0 technology which provides collaborative service platform and it is web based software that allows creation of online social networks for society who shares their interest and activities. The Social Networking Sites (SNSs) offer a variety of tools, techniques and services for the users.

Boyd & Ellison, NB (2007) has defined Social networking services as Web-based services that allow individuals to: (1) construct a public or semi-public profile within a bounded

system, (2) articulate a list of other users with whom they share a connection, and (3) view their list of connections and those made by others within the system.

As quoted Jadhav, Vilas G. (2014) analyzed that Social networking service generally exist for one of the two purposes socializing around digital objects and/or topics of shared interest or developing and utilizing business and/or professional networks. Early social networking began in the year 1995.

Harrison,R and Thomson,M (2009) identified Six Degrees.com as the first social network site launched in the year 1997, Kujath,CL (2011) later identified LinkedIn in the year 2003 and the famous and popular network site Face book was launched in the year 2004. In recent past Networking Sites have rapidly gained popularity and the number of social networking websites has grown rapidly over the past several years.

Ramsey, T.P (2008) stated that as of August 30, 2013, the Wikipedia entry "list of social networking websites" mentioned 200 "major social networking websites". Other sources put the total number of social networking sites much higher; one at about 350. The social networking is way of 21st century communication now. The social networking refers to a process of building relationship among groups of people who have common interest.

Kaplan, AM and Haenlein (2010) classified social media in to six specific categories by characteristic Collaborative projects (Wikis), Blogs, Content communities (eg. YouTube), Social networking sites (eg. Facebook), Virtual game worlds (World of War craft) and Virtual social worlds (eg. Second Life).

Young generation people are very enthusiastic users and majority are engaging on a daily basis with social networking services via a computer or smart phone , the importance of social networking services has become a major issue within society, as well as a significant study topic for many researchers. Huan, C & Eric,H (2010) Social network sites integrate digital communication; in addition, the most important characteristic of social networking service is that they enable users to make their social networks visible and build connections among individuals.

II. REVIEW OF RELATED LITERATURE

Boyd and Ellison (2007) presented concept, definition and features of Social Networking Sites along with the historical development of these sites and changes which had happened over the time. Mahajan (2009) explored the usage, impact and problems related to social networking sites and their impact on the social and cultural values of India.

Tiffany A, Pempek and other (2009) in their study found information about the use of social Networking sites by college students found that Face book is most popular website among young adults. Bicen,H and Cavus,N (2010) evaluated the Internet usage of students in the department of computer education instructional technology and found which social networking sites are preferred by the students. The study revealed use and sharing of knowledge on Internet is made integral part of their lives. Live Spaces and Facebook are common sites used by the students.

Parveen, Noushia (2011) discussed that Face book is an effective tool for imparting information or knowledge and it is helpful to Library and Information Science (LIS) Professionals of University Libraries of U.P as its emphasis on online collaboration and sharing and also had user centric characteristics. Singh, KP and Gill Malkit Singh (2011) Majority user were aware and using SNSs applications in their research affairs and opined that Face book is the most popular SNS. Chakraborty,N (2012) Most of the researchers from social science background used social networking sites for education and research and the scholars from pure science think that social networking sites have no role in research and education.

Madusudan, Margam (2012) discussed that the research scholars of University of Delhi using Integrated Social Networking Sites (SNSs) into their daily communication for research work and preferred the SNS Facebook and Research Gate for academic purposes. Majority used SNSs for “lurking” while few used such sites for promoting one’s research. Additionally, peer-to-peer learning is common benefit from SNSs. Finally, a majority of respondents said using SNSs may be a waste of time.

Anil Kumar and Rajinder Kumar (2013) in their study majority of the respondents were aware of SNSs and making use of such applications in their research work. Face book is the most popular SNSs among all the categories of students and research scholars. Manjunatha S.(2013) young college students from various colleges and universities in India using SNSs rampantly.

Vilas G. Jadhav (2014) Academic librarians are currently cooperating each other by using social networking technologies, the current networking and knowledge sharing practices in the academic library community, with an eye toward improving those services using social networking technology to track and leverage connections between information and library professionals.

Sharma, Purva G. and Vishvakarma, SK (2016) studied the positive as well as on the negative aspects of social media on students' educational achievement.

On the positive aspect students are using it for completing their assignments, to facilitate the information, to exchange knowledge on various platforms like Face book, Twitter, YouTube, Blogs, Research Gate, to download some materials that will help them in their coursework, and form forums where teachers can provide various materials to students to clear their doubts on particular topics, to share academic resources. The negative aspects, students are making instant messaging, chatting, watching inappropriate actions, going away off-track. Author opined that 21st century is the era of technology and it totally depends on an individual that to what extent and for what intention they are utilizing it.

Nigam, Karnika and Singh M.P (2016) Majority faculty members of State universities of Uttarakhand were using SNSs and sharing of information. Faculty members believed that SNS had a little impact on their lives. Most faculty members were using the SNSs from their homes. The study recommends that Wi-Fi should be made available in all the universities, so that the faculties can use them in their academic pursuit, during their working hour in the campus, and this will further lead to an in-depth use of SNSs for academic excellence.

Satpathy, Sunil Kumar, Kashyap, S. R. (2017) analyzed the use of SNSs by the faculty members of Pt R.S.University, Raipur and suggested that Central Library, PRSU, Raipur to connect faculty members through some SNSs, by which the resources and services of the Central Library can be utilized to a maximum extent.

Lalnunpuii, Esther and Verma, Manoj Kumar (2017) attempted to analyze use of social networking sites by faculties and students of NIT, Mizoram and found that majority were aware of SNSs and using it for sharing information and communication. Poor internet facility, lack of time, lack of privacy, and lack of technical knowledge are the main problems faced by the respondents.

Kenchakkanavar, Y Anand and others (2016) revealed that Academic Social Networking Sites (ASNSs) ResearchGate, Academia.edu and Slide share are commonly used; these sites are mainly used to share jobs, education and research related information with their friends.

BK Narendra and KN Shivakumaraswamy (2013) studied the use of social networking sites and its impact among the faculties of engineering colleges in Hassan district of Karnataka state. Majority Faculty was aware of SNSs and using daily and privacy is problem for them. Faculties keep updates and share professional and personal information via profile surfing, posting of messages, photos, videos, making friends, join communities etc.

III. STUDY AREA

The study is conducted at Loyola Academy established in the year 1976 in 134 acres of land in Hyderabad city in Telangana State and it is affiliated to Osmania University. NAAC accredited this college twice and awarded 'A' grade in recognition of its excellent contribution to the cause of higher education. More than 4000 students pursuing UG and PG courses in the college. The college had more than 150 faculty engaged in teaching belonging to Science Arts, Computers, Commerce and Administration.

IV. OBJECTIVES OF THE STUDY

The specific objectives of the study were

1. To find out the most popular SNSs among the faculty under study
2. To know the purpose of using Social Networking Sites by faculty
3. To find out the frequency of use of Social Networking Sites
4. To identify the satisfaction level of use of Social Networking Sites
5. To find out authenticity of information given by SNS
6. To find out impact of SNS on faculty career
7. To know the problems being faced by the users while using Social Networking Sites

V. METHODOLOGY

This research is confined to the faculty of Loyola college Hyderabad engaged in teaching. For collecting primary data, questionnaire method was used. The questionnaire contains 15 questions and was prepared based on the objectives of the proposed study and was distributed randomly among the target population. Total 150 questionnaires were distributed and 120 (80.0%) questionnaires were received after duly filled by the users.

VI. DATA ANALYSIS AND RESULTS

The collected data had been analyzed in the following tables

TABLE I GENDER WISE DISTRIBUTION

S. No.	Gender	No. of Respondents	%
1	Male	67	55.8
2	Female	53	44.2

TABLE II DISCIPLINE WISE DISTRIBUTIONS

S. No.	Discipline	No. of Respondents	%
1	Science	38	31.6
2	Social sciences	17	14.1
3	Computers/Engineering	39	32.5
4	Commerce/Administration	26	21.6

The Table I shows the gender wise distribution of the respondents which shows that 67(55.8%) respondents were male and 53(44.2%) were female. The Table II shows that Respondents belongs to different disciplines/faculty. There are 39(32.5%) respondents belonging to Computers and Engineering. 38(31.6%) respondents from Science faculty. While 26(21.6%) and 17(14.1%) respondents belongs to Commerce and Social sciences respectively.

TABLE III TEACHING EXPERIENCE

S. No.	Experience (Years)	No. of Respondents	%
1	0-5	38	31.6
2	5-10	27	22.4
3	10-15	23	19.1
4	15-20	25	20.8
5	More than 20	7	5.2

Regarding teaching experience of the faculty, the above (table III) shows that 38(31.6%) respondents had 0-5 years teaching experience. 27(22.4%) had 5-10 years of experience. 23(19.1%) had 10-15 years' experience followed by 25(20.8%) who had 15-20 years' experience. Only 7(5.2%) had more than 20 years of experience.

TABLE IV USE OF DIFFERENT SOCIAL NETWORKING SITES (SNSs)

S. No	SNS	No. of Respondents	%
1	Facebook	92	76.6
2	Twitter	32	26.6
3	LinkedIn	54	45.0
4	Youtube	85	70.8
5	Whatsapp	71	59.1

A question was asked to the faculty on the use of different SNSs. The above data in the (table IV) shows that majority 92(76.6%) faculty members are using Face book, followed by 85(70.8%) respondents Youtube while 71(59.15) using Whatsapp, 54 (45%) using LinkedIn. 32(26.6%) respondents using twitter.

TABLE V PURPOSE OF USING SNS

S. No.	Purpose	Respondents	%
1	Chat(Instant Msg)	95	79.1
2	For current and general Information	82	68.3
3	Sharing subject information	68	56.6
4	Sharing Photos pictures/videos	92	76.6
5	Sharing/finding information regarding seminars/workshops	61	50.8
6	Participating in discussion	32	26.6
7	Uploading information	64	53.3

Respondents were asked the purpose of using SNS. The above data (table V) shows that 95(79.1%) respondents used SNS for chatting(instant message),92(76.6%) used for

sharing photos, pictures, audios, videos etc, 82(68.3%) used to find general and current information, 68(56.6%) respondents used SNS for finding subject related information. while 61(50.8%) used to find information about seminars and workshops.32(26.6%) participates in discussions. 64 (53.3%) used SNS to upload information.

TABLE VI MOST POPULAR SNS

S. No.	Popular SNS	Respondents	%
1	Face book	98	81.6
2	Twitter	36	30.0
3	LinkdIn	53	44.1
4	You Tube	92	76.6
5	Whatsapp	74	61.6

The table VI shows that the popularity of the SNS. 98 (81.6%) respondents said that face book is most popular, followed by you tube 92(76.6%). 74(61.6%) respondents opined that Whatsapp is popular,53(44.1%) respondents said that LinkedIn is popular, 36(30%) respondents said twitter is popular.

TABLE VII FREQUENCY OF USE OF SNS

S. No.	Frequency	Respondents	%
1	Daily	78	64.1
2	Alternate day	30	25
3	Weekly	10	8.3
4	Every 15 days	2	1.6
5	Monthly	-	-

The response to the Frequency of using SNSs scattered from daily to Fortnight. The above data (table VII) shows that 78(64.1%) respondents using SNS daily and 30(25%) alternate day. While 10(8.3%) using weekly and 2(1.6%) using fortnightly.

TABLE VIII TIME SPENT TO USE SNS

S. No.	Time	Respondents	%
1	One Hour	82	68.3
2	1-2 Hours	20	16.6
3	2-3 Hours	11	10
4	3-4 Hours	4	3.3
5	More than 5 hours	-	-

A question was asked regarding the time spent on using SNSs The data in the (table VIII) shows that 82 (68.3%) users spending one hour time on SNS. 20(16.6%) respondents spending their time between 1-2 hours, it followed by 11(10%) spending 2-3 hours, while 4(3.3%) spending 3-4 hours on using SNS

The data in the above (table IX) depicts the tools that are used by respondents for SNSs. The data in the (table .9) shows that 106(88.3%) of respondents used mobiles to

access SNS, it is followed by PC 72(60%). 54(45%) respondents using laptops while 20(16.6%) using college computers.

TABLE IX TOOLS USED

S. No.	Tool	Respondents	%
1	Personal computer	72	60
2	College computer	20	16.6
3	Laptops	54	45
4	Mobile	106	88.3
5	Any other		

TABLE X RANGE OF DIFFICULTY IN USING SNSs

S. No.	Range of difficulty	Respondents	%
1	Difficult	10	8.3
2	Very Difficult	6	5
3	Easy	28	23.3
4	Very easy	76	63.3

Generally users felt some difficulties while using SNSs . The data in the above (table X) shows that 76(63.3%) respondents said that it is very easy to use SNSs, followed by 28(23.3%) easy. While 10(8.3%) felt that it difficult to use SNSs , 6(5%) respondents found it is very difficult to use SNSs.

TABLE XI KNOWLEDGE ABOUT IT

S. No.	Knowledge on IT	Respondents	%
1	Yes	100	83.3
2	No	20	16.7

Generally to use laptops computers and mobiles requires some knowledge and skill in Information Technology (IT). The above data (table XI) indicates that 100(83.3%) users are having Knowledge in IT and 20(16.6%) does not have knowledge in IT.

TABLE XII RELIABILITY OF THE INFORMATION FROM SNS

S. No.	Reliability	Respondents	%
1	Reliable	74	61.6
2	Partially Reliable	26	21.6
3	Not Reliable	20	16.6

TABLE XIII SATISFACTION LEVEL FROM SNSs

S. No.	Satisfaction level	Respondents	%
1	Satisfied	68	56.6
2	Partially satisfied	25	20.8
3	Highly satisfied	18	15
4	Not satisfied	9	7.5

Regarding reliability of information available on SNSs (table XII) shows that 74(61.6%) opined that information

found on SNSs is reliable, 26 (21.6%) felt that information is partially reliable and 20(16.6%) replied that information available on SNS is not reliable. (Table XIII) shows the data about level of satisfaction of users while using SNSs. 68(56.6%) respondents were satisfied on using SNSs, 25(20.8%) were partially satisfied about using sites. While 18(15%) are highly satisfied , 9(7.5%) were not satisfied.

TABLE XIV SNS ARE WASTING TIME AND MONEY

S. No.	Opinion	Respondents	%
1	Strongly Agree	12	10
2	Agree	15	12.5
3	Uncertain	15	12.5
4	Disagree	54	43.3
5	Strongly Disagree	24	20

Using SNSs requires time and money (i.e. for internet charge and tools and time to be spent for access) the above data shows that (table XIV). 54(43.3%) and 24(20%) respondents Disagreed and strongly disagreed respectively on SNSs are wasting time and money. 15(12.5%) were uncertain about this. While 12(10%) and 15(12.5%) respondents strongly agreed and agreed respectively that SNS are wasting time and money.

TABLE XV PROBLEMS FACED WHILE USING SNSs

S. No.	Problems	Respondents	%
1	Lack of security	47	39.6
2	Lack of privacy	54	45.0
3	Poor internet connectivity	58	48.3
4	Lack of technical knowledge	36	30.0
5	Not user friendly	28	23.3

The above data(table XV) shows that respondents facing problems while using SNSs. 58(48.3%) felt Internet is a problem while using SNS. 55(45%) said privacy is problem and 47(39.6%) felt that lack of security is a problem. Lack of technical knowledge is problem for 36(30%) respondents and 28(23.3%) felt that SNS are not user friendly.

Generally we use/access information which would help us in many ways. The above data (table XVI) depicts the impact of SNSs on faculty members. 70(58.3%) said that they have improved knowledge while using SNSs. 68(56.6%) respondents and 63(52.5%) respondents said that they improved quality of teaching and developed reading and searching skills respectively.58(48.3%) developed technical skills while 50(41.6%) and 48(40%) respondents said that SNS helped them in improving academic performance and increase in publication of research articles respectively.

TABLE XIV IMPACT OF SNS USE ON CAREER AND PERSONAL DEVELOPMENT

S. No.	Impact	Respondents	%
1	Increased research publications	48	40.0
2	Improved quality of teaching	68	56.6
3	Improved reading and searching skills	63	52.5
4	Improved academic performance	50	41.6
5	Improved knowledge	70	58.3
6	Developed technical skills	58	48.3

TABLE XVII NEED OF TRAINING OR WORKSHOP

S. No.	Need of training	Respondents	%
1	Yes	72	60
2	No	38	40

Use of web and internet need some training to user those who do not have required IT skill. The above (table XVII) data shows that 72(60%) respondents want training and workshop on usage of SNSs sites at library and 38(40%) said they do not want training or workshop to use SNSs.

TABLE XVIII LIBRARY SERVICES THROUGH SNSs

S. No.	Library services-SNS	Respondents	%
1	Yes	88	73.3
2	No	22	26.7

The above table shows that 88(73.3%) users wanted that their library services be available through SNSs that would help them to know about library activities, services, and current information etc of the library while 22(26.6%) respondents do not want library services through SNSs.

VII. MAJOR FINDINGS OF THE STUDY

1. From the above data analysis 67(55.8%) respondents were male and 53(44.2%) were female and belongs to different disciplines.
2. Face book92(76.6%), You tube 85(70.5%)and whatsapp 71(59.1%)are major social networking sites used by majority respondents and users also opined that Facebook, Youtube and Whatsapp are popular social networking sites followed by LinkedIn and twitter.
3. 78(64.1%) respondents using SNS daily,30(25%) alternate day, and majority respondents 106(88.3%) used mobiles to access SNS, it is followed by PC 72(60%), 54(45%) respondents using laptops.
4. Majority 100(83.3%) users having Knowledge in Information Technology and 68(56.6%) respondents

satisfied, 25(20.8%) were partially satisfied in using sites.

5. Majority 78(63.3%) opined that SNSs are not wasting their time and money More over SNS had impact on their career development, 70(58.3%) said that they have improved knowledge while using SNS.68(56.6%) respondents and 63(52.5%) respondents said that they improved quality of teaching and developed reading and searching skills respectively.
6. Majority 72(60%) respondents want training and workshop on usage of SNS sites at library and also majority 88(73.3%) wanted that their library services should be made available through SNSs to know about library activities, services, current information etc.

VIII. CONCLUSION

The study reveals that Respondents are using SNSs for different purposes and are spending time to use them. The faculty opined that there is an impact of SNSs on them. Faculty have improved knowledge, quality of teaching and developed reading and searching skills respectively. More over SNSs helped them in improving academic performance and increase in publication of research articles. It reflects that faculty is in need of SNSs for their growth and knowledge. Faculty members need training and expressed that college library would provide its services to them through SNSs.

IX. SUGGESTIONS

It is suggested that college library should take initiative to apply social networking tools to provide effective and efficient library and information services to the clientele and it would in turn help faculty, students.

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