

The Role and Consumption of Social Networks/Media Research Communication by the Social Science Students and Research Scholars at Alagappa University, Karaikudi, Tamil Nadu.

P.Pitchaipandi, C.Baskaran

Abstract: *The social Networks and Media exchange information, ideas and pictures/videos in virtual communities and networks. The assessment of this study to convey. The role and consumption of Social Networks/Media Research Communication by the Students and Research Scholars' Social Science at Alagappa University, Karaikudi, Tamilnadu. A sample size of 154 students and Research scholars was selected purposive sampling method. The data were collected by the make use of the questionnaire. The findings of the study: (55.2%) of them participants Male. Whereas (30.5%) of them category of age group of 20-25. (33.8%) Post graduates second year students while that reported (31.2%) Economics and Rural Development/History. It followed by the majority (46.1%) of them participants using Internet browser, Google Chrome, whereas (25.3%) participants using SNs/Media devices for Facebook. (25.3%) participants exhausting CiteULike for Reference Management Software. It followed by using Research Citation Indexes for Google Scholar 72 (46.8%) of them participants respondents respectively.*

Keywords: *SNs/Media devices, Internet Browser, Reference Management software, Research citation Indexes.*

I. INTRODUCTION

Social Networking in the online world refers to the ability to connect with people through websites and other technologies, like discussion boards. Most social networks services are internet based. These provide means for users to interact, such as e-mail and instant messaging. There is a slight difference between social networking and online community. Social networks service usually means an individual –centered service whereas online community services are group-centered. Social networking websites allow users to share ideas, activities, events, and interests within individual networks. Social networks are perhaps the most promising and embracing technology. They enable messaging, blogging, streaming media, and tagging. Face book, whatsapp, Twitter, You Tube, and Telegrams in etc., online open access networks are web 2.0. While Myspace and

Facebook enable users to share themselves with one another (detailed profiles of users live and personalities). It is a computer- mediated communication and it has become very popular with social sites like Myspace and Facebook¹.

II. LITERATURE OF REVIEW

Baskaran, C. (2018) the study expertise that the use of social networks (SNs) and Medias through the research scholars in Alagappa University. M. Phil and Ph.D fulltime research scholars and their right to use of SNs/Medias devices tools. Face book, twitter, Whatsapp, Instagram, Google scholar, Research Gate etc. this study purpose of Search World Information, Sending Photographs, Forwarding new items, Meeting with friends, receiving and sending research articles. The researcher point of view observed SNs/Medias Barriers Confronted the research scholars². Baskaran (2014) investigation from the visit for Alagappa University Library access in information resources shows that Google, Yahoo, Alta vista, hotpot, Lycos, Northern light, Ask Jeeves, Sify is most popular search engine for accessing journals and e-books. The users visit the library for purpose of to prepare Projects/Seminars/assignments, to refer journal articles, to browse database³. Baskaran, C.(2019) The studies explain of usage for social networks/medias in sharing scholarly information. This study focused on the four universities full time Ph.D social science scholars on Periyar University, Annamalai University, Madurai Kamarai University, Manonmaniam Sundaranar University. With a view to know the exposure of SNs and Media sources to the scholars at their social science or based on a structured questionnaire. The study confirmed that research scholars of social science are use of various types of SNs, Face Book, Twitter, and You Tube⁴. Baskaran, C., & Prasad, M. (2019) presented an analytic study of the status of electronic resources, faculties and services provided by the South Universities of Tamil Nadu. This study focused four Universities of Manonmaniam Sundaranar University, Madurai Kamaraj University, Alagappa University, and Mother Teresa Women's Universities of South Tamil Nadu.

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The discussed the access to scholarly information through E-Resources, Place of Use to E Resources, Training provided for accessing E Resources, overall user satisfactions by the South Universities. Finally, the paper reported the results from questionnaire- based survey of e- resources use and its impact on South Universities users⁵. Baskaran, C., & Binu, P. C. (2019) this study explained UGC-INFONET services and the use of e- resources by the Teaching faculty, Research Scholars and PG Students of Selected six state Universities of Kerala. i.e. Sree Sankarachary University of Sanskrit Kaladi, Cochin University of Science and Technology, University of Calicut, Mahatma Gandhi University, and University of Kerala, Kannur University with the exposure of UGC-INFONET and e-resources to the respondents at their faculty based on a structured questionnaire. The study confirmed that respondent of state Universities of Kerala are Purpose of the e-resources and use various types of CDs/DVDs, E-Books, E-Journals, E-Databases, E-Theses and Dissertations, E-Question Bank, Email alert services, OPAC (Online Public Access Catalogue), and Institutional repositories, Digital Library services. The study suggested for the improvement in the access facilities and subscription of more e-resources for the respondents⁶. Shilpa, V., & Sreekala, P. K. (2019) conducted a study “on the usage and upshots of social networking sites of the engineering college students in Kozhikode”. This study activities the SNs usage, purpose and impact and satisfaction level etc. The students’ right to use SNs/Medias tools on the Facebook, YouTube, Twitter, Instagram, Google Plus, Whatsapp is very high. The main purpose besituated making friends, sharing photo/video, to publish writings and ideas, academic purpose, entertainment, to discuss social issues and time pass Debated. Problems being faced by the students while using Social Networking Sites⁷. Pitchaipandi, P. (2020) explained the Department wise participants using social media access places whereas time spent, social media tools, different types of using Internet Browsers and Social media devices for using the period and purpose of using social media. They found that about 29 (30.21%) male and 67 (69.79%) female participants fulfilled between (30.21%) of their social media purpose through by the post graduate students of arts in Alagappa University, Karaikudi⁸.

III. OBJECTIVES

1. Inspection The role and consumption of Social Networks/Media Research Communication by the Social Science Students and Research Scholars’ at Alagappa University, Karaikudi,
2. To find out the department wise participants of them respondents.
3. To identify the different browser and devices for using SNs/Media.
4. To analyze the SNs/Media Research Communication.
5. To find out the analysis in Research Reference Management Software.
6. To study expertise and frequency in the usage for Research Citation Indexed.

IV. METHODOLOGY

Research Types: The nearby study is significant in nature. The researcher has used inspection method in this study. The researcher together data from the thirteen departments of specifically Economics and Rural Development/ History, Education/Physical Education, Social work/Women Studies, Commerce/Logistics Management, Library and Information Science, International Business/ Corporate Secretary ship, Lifelong learning/fine arts in social science at Alagappa University. It followed by 35 (22.7%) Postgraduate first year students, 52 (33.8%) Postgraduate second year students, where 33 (21.4%) M. Phil Scholars then 34 (22.1%) Ph.D Scholars of them participants of defendants respectively.

Tools for data collection: Questionnaire is the equipment selected by the research for collecting data from the chosen sample. A simple but a visibly with eight questions was as a tool.

Method of data collection: The data were collected from the purposive sampling method. The Questionnaire was strewn to the Postgraduate students and Research scholars personally. Out of 200 Questionnaire distributed to the defendants the research was able to get back only 154 duly filled in questionnaires.

Data Analysis and Interpretation: The data collected was simplified means by table single Colum and double column prepared with the help of coding with tally marks. The tabulated data were analyzed with the simple percentage method in **MS Excel to draw** the necessary inferences.

Table: 1. Gender-wise respondents

S. No	Gender	No. of Respondents	Percentage
1	Male	85	55.2
2	Female	69	44.8
Total		154	100

Table 1 shows the Gender- wise contributions of their participants, Out of one hundred fifty four participants under study, 85 (55.2%) of them contribution is male along with 69 (44.8%) of them participants are female, under the present study, are Male.

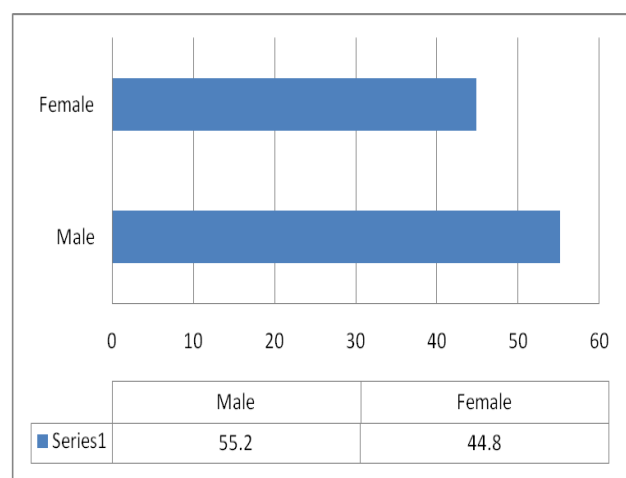


Figure 1: Gender-wise respondents

Table 2: Age –wise respondents

S. No	Age	No. of Respondents	Percentage
1	20-25	47	30.5
2	26-30	35	22.7
3	31-35	40	26.0
4	Above-36	32	20.8
Total		154	100

Table 2 expertise the students and research scholars obtained collaborative learning through the SNs / Medias in Research Communication. This study perceived that out of 154 contributors of their participants. The highest 47 (30.5%) contributions of them participants were from the age category of 20-25. It followed by 40 (26%) contribution of them participants 31-35. Whereas 35 (22.7%) of them participants 26-30 and 32 (20.8%) of them participants above- 36.

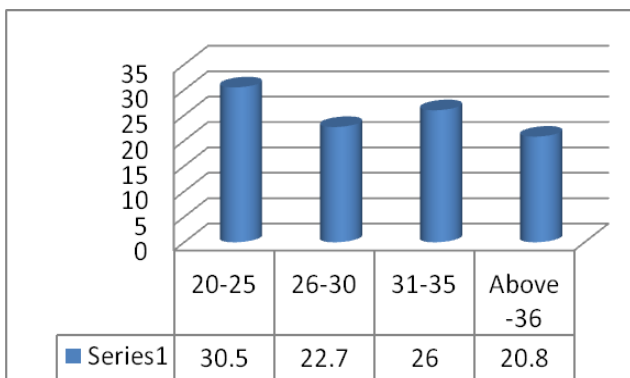


Figure 2: Age group –wise respondents

Table 3: Course –wise respondents

S. No	Course	No. of Respondents	Percentage
1	PG: I st Year	35	22.7
2	PG: II nd Year	52	33.8
3	M.Phil	33	21.4
4	Ph.D	34	22.1
Total		154	100

Table 3 demonstrations that more than half of the (33.8%) of participants were from Postgraduate second year students further, It analyses that (22.7%) of them participants reported from Postgraduate first year students, whereas (22.1%) of them participants from Ph.D Scholars and besides about that (21.4%) M. Phil Scholars.

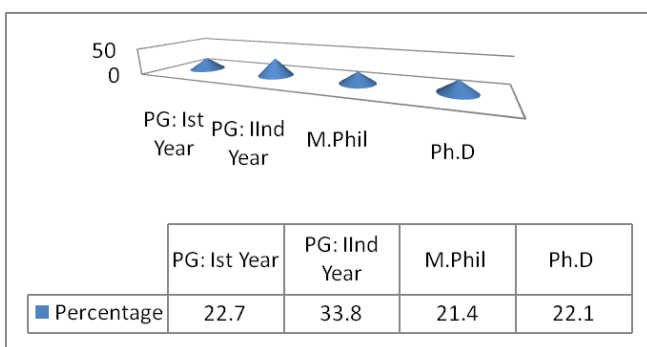


Figure 3: Course –wise respondents

Table 4: Department – wise respondents

S. No	Department	No. of respondents	Percentage
1	Economics and Rural Development/ History	48	31.2
2	Education/Physical Education	16	10.4
3	Social work/Women Studies	9	5.8
4	Commerce/Logistics Management	15	9.7
5	Library and Information Science	29	18.8
6	International Business/ Corporate Secretary ship	23	14.9
7	Lifelong learning/fine arts	14	9.1
Total		154	100

Table 4 Indications of them departments – wise respondents’ participants of them highest 48 (31.2%) Economics and Rural Development/ History followed by 29 (18.8%) contributions for them respondents Library and Information Science, 23 (14.9%) participants of International Business/ Corporate Secretary ship Whereas 16 (10.4%) contribution of them participants after Education/Physical Education, 15 (9.7%) participants since Commerce/Logistics Management, 14 (9.1%) applicants Lifelong learning/fine arts and Besides cited above, there are Social work/Women Studies also 9 (5.8%).

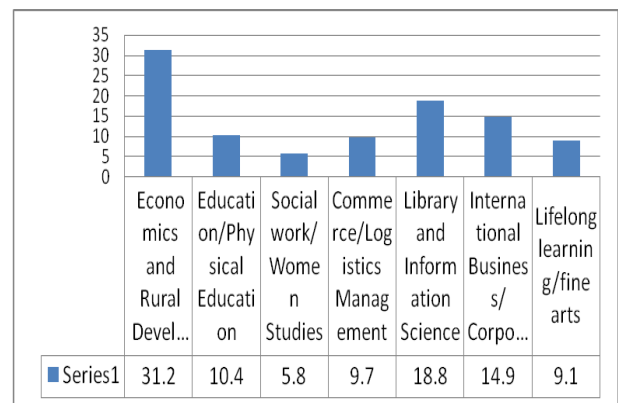


Figure 4: Department –wise respondent

Table 5: Preferences of Using Web Browsers

S. No	Web Browsers	No of Respondents	Percentage
1	Mozilla	48	31.2
2	Internet Explorer	24	15.6
3	Google chrome	71	46.1
4	Others	11	7.1
Total		154	100

Table 5 shows the Preferences of using Web Browsers the respondents 71 (46.1%) respondents are using Google chrome, Whereas 48 (31.2%) respondents are using Mozilla, 24 (15.6%) respondents using Internet Explorer along with 11 (7.1%) of the respondents using web Browsers are Others. Thus, the major preference of Web Browsers their most highly used of Google chrome among the respondents under study.

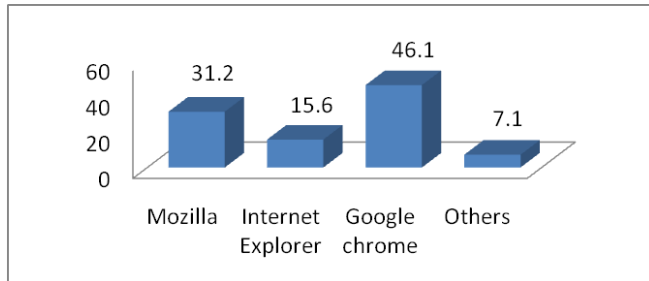


Figure 5: Preferences of Using Web Browsers

Table 6: Frequency of using SNS/Media devices

S. No	Discipline	No. of Respondents	Percentage
1	Face Book	39	25.3
2	Twitter	15	9.7
3	YouTube	23	14.9
4	Tumblr/ Messenger	24	15.6
5	Whatsapp	38	24.7
6	Others	15	9.7
Total		154	100

The table 6 reveals that 25.3% of the contributions of respondents are familiar with Face Book, Followed by 24.7% of the respondents are familiar with Whatsapp, 15.6% of the respondents are familiar with Tumblr/ Messenger, 14.9% of the respondents familiar with YouTube, 9.7% of the respondents familiar with Twitter and Other SNS/Media devices. From this study it is derived that Facebook and Whatsapp has become the most popular SNS/Media devices among the Social Science Students and Research Scholars under the study.

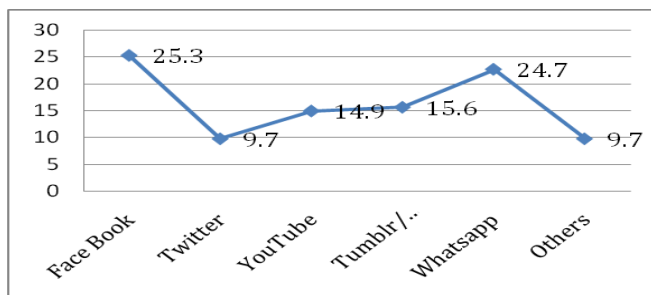


Figure 6: Frequency of using SNS/Media devices.

Table 7: The Research Communications of SNS/Media

S. No	Communications	No. of Respondents	Percentage
1	Talk on Mobile Phone every day	20	13.0
2	Instant Message	37	24.0
3	Send messages over SNS/ Media	49	31.8

	sites every day		
4	Send texts every day	25	16.2
5	Send email every day	23	14.9
Total		154	100

Table 7 shows the Social Science Students and Research Scholars Research Communication with their friends. Talk on Mobile Phone every day using 20 (13%), whereas 37 (24%) of the respondents through "Instant Message", 49 (31.8%) of respondents most popular method communication are "Sending messages over SNS/ Media sites every day", along with 25 (16.2%) Sending texts every day moreover 23 (14.9%) of respondents Communication of using email every day.

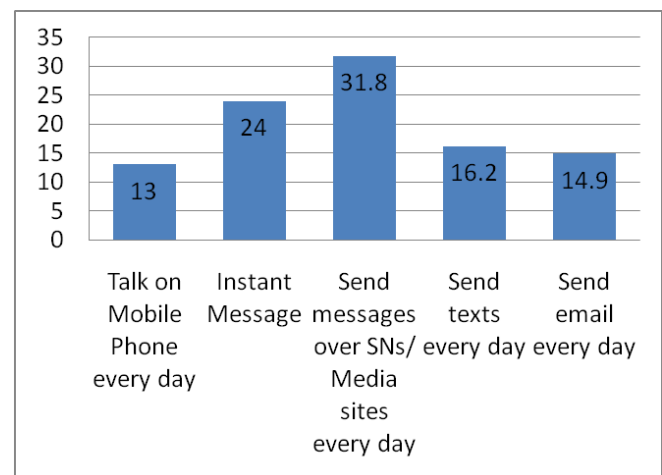


Figure 7: Research Communications of SNS/Media.

Table 8: Preference of using Research Citation Indexes

S. No	Research Citation	No. of Respondents	Percentage
1	Google Scholar	72	46.8
2	Cite Seer	20	13.0
3	Get CITED	27	17.5
4	Math Scinet	35	22.7
5	Scopus	45	29.2
6	Web of Science	36	23.4
7	EBSCO	41	26.6
8	Pro Quest	20	13.0
9	Others	12	7.8
Total		154	100

Table 8 reconsiderations that the Collaborative Learning of contributed of them participants from majority 72 (46.8%) using Google Scholar, Followed through 45 (29.2%) Scopus, 41 (26.6%) EBSCO, 36 (23.4%) Web of Science, 35 (22.7%) Math Scinet, 27 (17.5%) Get CITED whereas 20 (13.0%) of them using Cite Seer as well as Pro Quest, 12 (7.8%) of them participants via other citations.

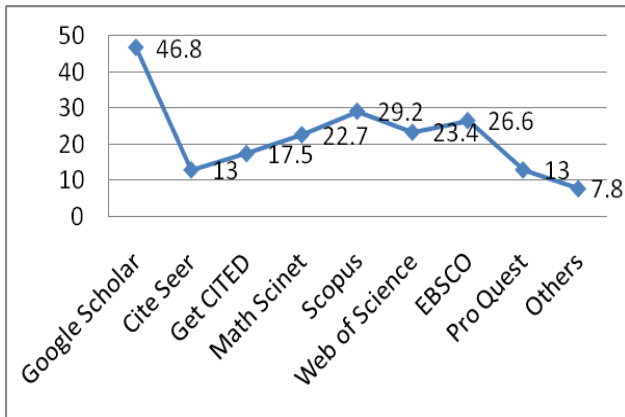


Figure 8: Preference of using Research Citation Indexes

V. MAJOR FINDINGS

1. It is the result that highest (55.2%) of them participants are using for SNs/Media Research Communications belongs to Gender Classification of Male whereas (30.5%) of them participant respectively from that age group of 20-25.
2. It was clear that (33.8%) respondents are stream of post graduate second year students and (31.2%) of them respondents Economics and Rural Development/History.
3. It was revealed that (46.1%) of them respondents are using Google chrome and (25.3%) highest used for social media devices for Facebook.
4. The participants 49 (31.8%) record Send messages over SNs/ Media sites every day.
5. It was found out that (46.8%) of their Participants preference for Google Scholars.

VI. CONCLUSION

This study clarify that the Role and Consumption of Social Networks/Media Research Communication by the Students and Research Scholars' Social Science at Alagappa University, Karaikudi, Tamilnadu. That over all Contribution of the research (77%). Social Networks and Media role in the scientific research activities for the students and research scholars. SNs/Media resources for various online communication of Face book, Twitter, YouTube, Tumblr/Messenger, Whatsapp in etc., The Research Communication of Mobile Phone , Instant Message, SNs/ Media sites, texts and email. The Overall contributors Preference Research Citation Indexes using Google Scholar. There are Social Science Students and Scholars are having use of Social Networks/Media Research Communication is positive. The study Contributions meets multidimensional demands of respondents.

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Mr. P. Pitchaipandi is currently studying as Doctor of Philosophy (Ph.D) at Department of Library and Information Science, Alagappa University, Karaikudi, Tamil Nadu. He did his BA (Tamil) from N.M.S.S.V.N. College, Nagamalai, Madurai, as well as MLISC and M.Phil from the Madurai Kamaraj University, Madurai. He started his career as a Library Trainee at the S.R.M. Institute Science and Technology, Chennai. His areas of specialization include User Studies, Digital Libraries and ICT. He has published and presented Research papers in various fields of Library and Information Science in many national and International Conference and Seminars.



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