

Periodic Research

Application of Web-based Technology and Social Media in Bhagat Phool Singh Mahila Vishwavidyalaya, Sonipat, Haryana (India): A Survey

Abstract

The main objectives of the survey to find out the application of web-based Technology and Social Media by the Students and Faculty members in the Bhagat Phool Singh Mahila Vishwavidyalaya, Khanpur Kalan, Sonipat, Haryana. The 425 questionnaires were distributed to the respondents from various students i.e. Under graduates, Post graduates, Research scholars and Faculty members of Bhagat Phool Singh Mahila Vishwavidyalaya out of which 280 were received. 72.14% users are aware with web-based technology. Mostly users use the Whats app and face book and more than 50% of users use the mobile phone for access the social websites.

Keywords: Web Technology, Social Media, Search Engines, E-Resources, Internet & Network Security.

Introduction

People access the information and communicate with each other through World Wide Web (www) Internet. Social network websites allow users to maintain social relationships with others members. These websites used to online discussion, chat, audio video create and share their identities and profiles that may include personal information, photo, images, song, messages, blog, and entries for benefit of users. Social networking sites are useful for information and knowledge sharing are allowing participants to indicate other resources have increasing day by day in use and popularity.

The social networking websites are very popular among young people i.e. whats app, face book, orkut, twitter, you tube, blogs etc. Social media play a vital role in information sharing online. Social networking is web based service that allows individuals to interact with others in modern society.

About Bhagat Phool Singh Mahila Vishwavidyalaya

Bhagat Phool Singh Mahila Vishwavidyalaya, North India's first State Women University, located at Khanpur Kalan, Sonipat, Haryana and establishment in August 2006. The University provides pollution free 500 acres of land, free Wi-Fi networked campus, new hostels equipped with modern amenities, state of the art gymnasium, central library state of the art language labs, round the clock medical care, smart classrooms, shopping complex etc. The programmes offered by the university are completely job oriented. Many innovative programmes like M.Tech. in Network Security, Fashion Technology and Electronics and Communications, MBA, Integrated programmes in English and Economics, MBA(Tech.), Post Graduate Diploma Programmes in foreign languages (German, Russian & French) have been introduced by the University. The University has also introduced PhD programmes in English, Education, Engineering Sciences, Management, Home Science and Laws etc.

Objective of the Study

1. To find out the social networking sites mostly used by the users.
2. To find out the place using of social networking sites.
3. To find out the purpose of using social media by the users.
4. To find out the usefulness of social media & web technology.
5. To find out the device used by the users.

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Methodology

Methodology plays an important role in research and there are many ways to collect and analysis the data through various methods i.e. surveys, interviews, questionnaires, literature research, focus groups, internet etc. for this study questionnaire was prepared anticipating the application of Web Technology and social media in Bhagat Phool Singh Mahila Vishwavidyalaya, Sonipat, Haryana: A study

The structured questionnaire was personally distributed to the respondents and it was collected in time and some of the respondents were personally interviewed. A method of random sampling was adopted. Out of total 425 respondents 280 were received back, hence the total rate of respondents is 65.88%.

Review of Literature

1. Bagavathi and Kumar (2015) that the respondents distribution comprises by 60% under graduates, 24% post graduates, 6% research scholars and 10% faculties. 145 respondents have web technology awareness and the remaining 12 respondents are having less web technology awareness.
2. Sahoo and Ramesh (2011) Data were collected from 70 faculty members for the analysis. Findings indicate that the library professionals are required to help them for maximum utilization of library resources and create awareness amongst

the faculty members to access the library resources available to them.

3. Kaur and Mahajan (2012) the level of awareness about the quality check is very disappointing. The result of the survey showed that about fifty percent of users are not aware of the provision of quality check of the research, many are unaware of the terms like citations, h-index and impact factors, which is now possible through bibliographical databases like SCOPUS and Web of knowledge.
4. Vasanthi (2015) various social network sites, majority of the respondents in all fields (engineering, medical, agriculture and education) having account in face book, whats app and google+. The engineering respondents are using smart phone 75.86% and laptops 75.86% followed by mobile phone.

Data Analysis

Web technology and social media used by faculty, research scholars, post graduates and under graduate's students of Bhagat Phool Singh Mahila Vishwavidyalaya, questionnaires were distributed among the respondents of four categories.

Table-1 shows that out of 425 questionnaires distributed, 280 are received. Hence the total rate of respondent is 65.88%. The analysis shows that in the Research scholars and Post graduates the response rate 60%, 77.37% by under graduates and 45.45% by faculty members.

Table-1 Category Wise Respondents

Category wise	Faculty	Research Scholars	Post Graduates	Under Graduates	Total
No.of Questionnaires distributed	55	30	150	190	425
No.of Questionnaires received	25	18	90	147	280
Percentage (%)	45.45%	60.00%	60.00%	77.37%	65.88%

Table-2 shows that the 114 (40.71%) of the users were below 20 years age group 89 (31.79%) of the users were 21-25 years age group, 41 (14.64%) of the users were 26-30 years age group, 15 (5.36%) of

the users were 31-35 years age group, 10 (3.57%) of the uses were 36-40 age group and only 11 (3.93%) of the users were above 40 age group.

Table-2 Age group

Age	Below 20	21-25	26-30	31-35	36-40	Above 40	Total
Faculty	-	-	-	6	8	11	25
Research Scholars	-	4	12	2	-	-	18
Post Graduate	24	45	15	4	2	-	90
Under Graduate	90	40	14	3	-	-	147
Percentage (%)	114 (40.71%)	89 (31.79%)	41 (14.64%)	15 (5.36%)	10 (3.57%)	11 (3.93%)	280 (100%)

It is observes from the analysis that 202 (72.14%) of the users are aware with web technology

and only 78 (27.86%) of the users were not aware with fully with web technology.

Table-3 Knowledge of Web Technology

Awareness	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Aware	25	16	63	98	202 (72.14%)
Not Aware	-	2	27	49	78 (27.86%)
Total	25	18	90	147	280 (100%)

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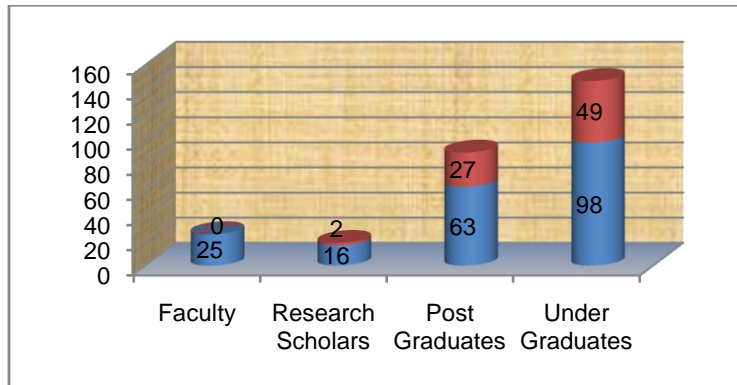


Table 4 shows that majority 106 (37.86%) of the respondents use whats app, 84 (30%) Of the respondents use face book, 38 (13.5%) of the respondent use Google search engines, 22 (7.86%) of

the respondents use twitter, 17 (6.07%) of the respondent use you tube and whereas only 13 (4.64%) of the respondents use LinkedIn sites.

Use of Social Media Sites

Awareness	Face book	Whatsapp	Twitter	Linkedin	Youtube	Google	Total
Faculty	10	6	1	2	2	4	25
Research Scholars	6	8	2	-	-	2	18
Post Graduate	22	32	10	6	8	12	90
Under Graduate	46	60	9	5	7	20	147
Percentage (%)	84 (30%)	106 (37.86%)	22 (7.86%)	13 (4.64%)	17 (6.07%)	38 (13.57%)	280 (100%)

Table-4

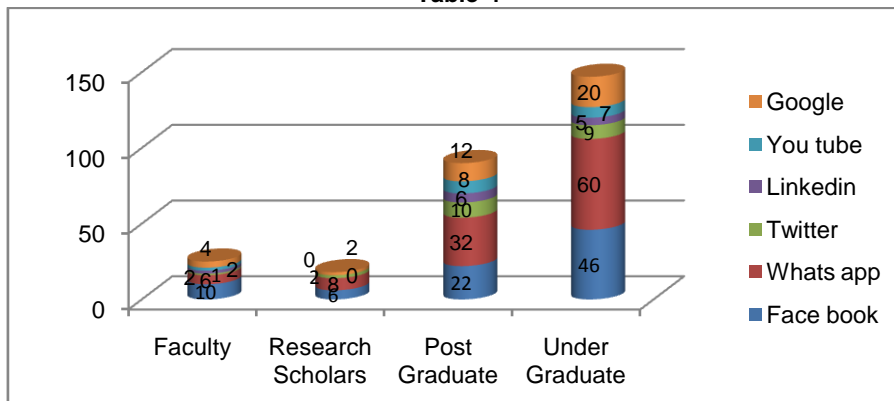


Table-5 shows that the 68 (24.29%) of the users using social media sites 2-3 times in week, 58 (20.71%) of the users using social media sites weekly, 52 (18.57%) of the users using bi-monthly, 48

(17.14%) of the users using social media sites daily, 28 (10%) of the users using rarely and only 26 (9.29%) of the users using social media sites monthly.

Table-5
Frequency of using Social Media

Frequency	Daily	2-3 times in week	Weekly	Bi-monthly	Monthly	Rarely	Total
Faculty	2	6	8	4	3	2	25
Research Scholars	3	8	4	2	1	-	18
Post Graduate	13	22	18	16	12	9	90
Under Graduate	30	32	28	30	10	17	147
Percentage (%)	48 (17.14%)	68 (24.29%)	58 (20.71%)	52 (18.57%)	26 (9.29%)	28 (10%)	280 (100%)

It is observes from the analysis that the 58 (20.71%) of the users using social media sites for

finding useful information,89 (31.79%) of the users using social sites for updating knowledge, 55(19.64%)

for interacting with friends, 39 (13.93%) use for to chat with friends, 23 (8.21%) for to interact with experts

where as only 16 (5.72%) using social media sites for entertainment purpose.

Table-6
Purpose of Using Social Media

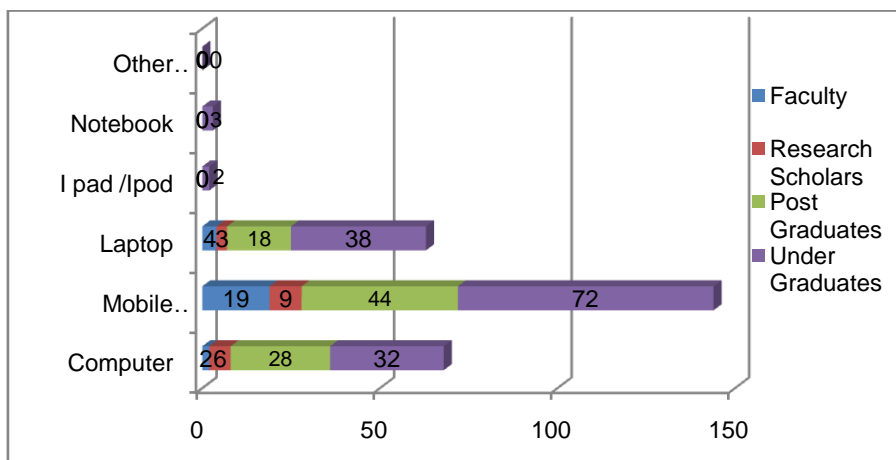
Purpose	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Finding useful information	7	5	18	28	58 (20.71%)
Update knowledge	9	4	34	42	89 (31.79%)
Interacting with friends	4	3	12	36	55 (19.64%)
To chat with friends	-	1	16	22	39 (13.93%)
To interact with experts	5	4	8	6	23 (8.21%)
Entertainment	-	1	2	13	16 (5.72%)
Total	25	18	90	147	280 (100%)

The table -7 shows the majority of user 144 (51.43%) using mobile phone device for social media, 68 (24.29%) of the users using computer, 63 (22.50%) of the users using laptop, 3 (1.07%) of the users using notebook and only 2 (0.71%) of the users using I pad/I pod device for social media access.

(22.50%) of the users using laptop, 3 (1.07%) of the users using notebook and only 2 (0.71%) of the users using I pad/I pod device for social media access.

Table-7
Device Using for Social Media

Devices	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Computer	2	6	28	32	68 (24.29%)
Mobile phone	19	9	44	72	144 (51.43%)
Laptop	4	3	18	38	63 (22.50%)
I pad /IPod	-	-	-	2	2 (0.71%)
Notebook	-	-	-	3	3 (1.07%)
Other Devices	-	-	-	-	-
Total	25	18	90	147	280 (100%)



It is observed from the analysis that the zero user has less than 1 year experience in using social media sites, 8 (2.86%) of the users have 1 years experience, 28 (10%) of the user have 2 years

experience, 83 (29.64%) of the user have 3 years experience, 101 (36.07%) of the user have 4 years experience and only 60 (21.43%) of the user have more than 4 years experience in using social media sites.

Table-8
Experience in Using Social Media Sites

Experience	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Less than 1 year	-	-	-	-	-
1 years	-	-	2	6	8 (2.86%)
2 years	-	3	12	13	28 (10%)
3 years	1	4	36	42	83 (29.64%)
4 years	5	4	28	64	101 (36.07%)
More than 4 years	19	7	12	22	60 (21.43%)
Total	25	18	90	147	280 (100%)

The table 9 shows that the 49 (17.5%) of the users facing the problem of slow speed of internet, 80

(28.57%) of the users facing the problem lack of security, 39 (13.93%) of the users facing the problem

no privacy ensured, 48 (17.14%) of the users facing the problem lack of technical support and 64 (22.86%)

of the users facing the problem lack of time.

Table-9 Problem is Using Social Media

Problems	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Slow speed	2	1	10	36	49 (17.5%)
Lack of security	12	6	32	30	80 (28.57%)
No privacy ensured	3	4	11	21	39 (13.93%)
Lack of technical support	2	3	15	28	48 (17.14%)
Lack of time	6	4	22	32	64 (22.86%)
Total	25	18	90	147	280 (100%)

It is observed from table 10 that 47 (16.79%) of the respondents using social media in computer lab, 72 (25.71%) of the respondents using social media in library, 51 (18.21%) of the respondents using

social media in internet café, 92 (32.86%) of the respondents using social media at home and 18 (6.43%) of the respondents using social media at other place.

Table-10 Place of Using Social Media

Place	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Computer lab	5	4	15	23	47 (16.79%)
Library	2	4	23	43	72 (25.71%)
Internet Café	-	2	17	32	51 (18.21%)
Home	18	8	30	36	92 (32.86%)
Other place	-	-	5	13	18 (6.43%)
Total	25	18	90	147	280 (%)

The majority of the respondents shows at table-11 that 140 (50%) of the respondents strongly agree with usefulness of web technology and social media, 87 (31.07%) of the respondents agree with

social media, 19 (6.79%) fair agree with social media whereas only 34 (12.14%) of the respondents disagree with web technology and social media.

Table-11 Usefulness of Web Technology and Social media

Usefulness	Faculty	Research Scholars	Post Graduates	Under Graduates	Percentage (%)
Strongly agree	17	6	49	68	140 (50%)
Agree	8	9	28	42	87 (31.07%)
Fair	-	1	4	14	19 (6.79%)
Disagree	-	2	9	23	34 (12.14%)
Total	25	18	90	147	280 (100%)

Conclusion

Today web-based technologies and social media services popular and user friendly 72.14% of the users are aware with web technology. Social networking tools playing a vital role in establishing a cordial relationship with social media. Social networking websites creates new ways of communication with friends who have a common interest 37.86% user's used Whats app. 51.43% of the users used mobile phone device, it has become one of the largest platforms or base for sharing all type of information. Computer mediated communication provides individuals with easier and faster ways of communication 31.79% of the users purpose of using for update knowledge. Social sites are free and easy to use more and more peoples are becoming a member of one or more social networking sites 32.86% users using social networking sites at home. 36.07% of the users having experiment on social networking from different point of view on library. Mainly the study was focused on the use of web technology and social media in Bhagat Phool Singh Mahila Vishwavidyalaya.

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