

**ROLE OF SOCIAL NETWORKING SITES IN  
INFORMATION COMMUNICATION: A STUDY OF  
FACULTY MEMBERS AND RESEARCH SCHOLARS OF  
ASSAM UNIVERSITY AND MIZORAM UNIVERSITY**

A thesis submitted to the Mizoram University for the  
award of the Degree of

**DOCTOR OF PHILOSOPHY**  
IN  
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(School of Economics, Management and Information science)

by

**Anil Kumar**

(Reg. No.MZU/Ph.D./682 of 20.05.2014)

**Supervisor**  
**Prof. S. N. Singh**  
**Department of Library and Information Science**

Department of Library and Information Science  
Mizoram University  
Aizawl, Mizoram-796004  
2017



**MZORAM UNIVERSITY**  
(A Central University)  
**Department of Library and Information Science**  
**P.O. Box No. 190. Tanhril-796 004**  
**Aizawl-Mizoram**

---

**(0389) 2331608 Fax (0389) 2331607 Website: [www.mzu.edu.in](http://www.mzu.edu.in)**

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**CERTIFICATE**

This is to certify that the Thesis entitled **“Role of Social Networking Sites in Information Communication: A Study of Faculty Members and Research Scholars of Assam University and Mizoram University”** submitted by Anil Kumar for the award of the Doctor of Philosophy in Library and Information Science is carried out in my guidance and incorporate the students bonafied research and this has not been submitted for award of any degree in this or any other University or Institute of learning.

Aizawl, Mizoram  
Date-

Prof. S. N. Singh  
Supervisor

## **DECLARATION**

I, Anil Kumar, hereby declare that the subject matter of this thesis is the record of work done by me, that the contents of this thesis did not form basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the thesis has not being submitted by me for any research degree in any other University/Institute.

This is being submitted to the Mizoram University for the degree of Doctor of Philosophy in Library and Information Science.

Candidate

(Head)

(Supervisor)

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**ANIL KUMAR**

To

The loving memory of my late “Father”,

You have accomplished in shaping me  
the person you had envisioned. You will  
be in my thoughts forever....

## TABLE OF CONTENTS

	Page No.
<i>Declaration</i> .....	<i>i</i>
<i>Certificate</i> .....	<i>ii</i>
<i>Dedication</i> .....	<i>iii</i>
<i>Acknowledgement</i> .....	<i>iv</i>
<i>Tables of Contents</i> .....	<i>v-ix</i>
<i>List of Tables</i> .....	<i>x-xii</i>
<i>List of Figures</i> .....	<i>xiii-xv</i>
<i>List of Pictures</i> .....	<i>xvi</i>
<i>List of Appendix</i> .....	<i>xvi</i>
<i>List of Abbreviation/Acronyms</i> .....	<i>xvii</i>
<b>CHAPTER: 1 INTRODUCTION</b>	<b>1-26</b>
1.1 Introduction	2
1.2 Social Networking	3
1.3 Social Networking Sites (SNSs)	4-5
1.4 Definition of Social Networking Sites	6
1.5 Information Communication	7
1.6 Definition of Information Communication	8
1.7 Role of SNS in Information Communication	9
1.8 SNSs as a tool of Information Communication	10
1.9 Usefulness of Social Networking Sites	11
1.9.1 Exchange of Experiences	11
1.9.2 Tool of communication	11
1.9.3 Filling of communication gap	11
1.9.4 Source of information	11
1.9.5 Important advertising Devices	12
1.9.6 Vital Instruments for Teachers-Student’s Relationship	12
1.9.7 Ideal Tool for Crisis Communication	12
1.9.8 Cost Effective	12
1.9.9 Consumption of Less Time	12
1.10 Disadvantage of Social Networking Sites	13

1.10.1	Interruption into privacy	13
1.10.2	Hindrance to Family Relationship	13
1.10.3	Deteriorating Factor in Productivity	13
1.11	Significance and Scope of the Study	13
1.11.1	Assam University: An Overview	14
1.11.2	Mizoram University: An Overview	15-16
1.12	Research Design	17
1.12.1	Statement of the Problems	17
1.12.2	Objective of the Research	18
1.13	Research Methodology	18
1.14	Population of the Study	19
1.15	Data Collection Method	20
1.15.1	Survey Method	20
1.15.1.1	Questionnaire	20
1.15.1.2	Interview	21
1.15.3	Data Analysis	21
1.16	Chapterization	22
1.17	Conclusion	23
<b>CHAPTER: 2 LITERAURE REVIEW</b>		<b>27-57</b>
2.1	Introduction	28
2.2	Conclusion	47
<b>CHAPTER: 3 SOCIAL NETWORKING SITES (SNSs): TRENDS AND DEVELOPMENTS</b>		<b>58-82</b>
3.1	Introduction	59
3.2	Social Networking Sites as Space for Learning	59
3.3	Types of Social Networking Services	60
3.3.1	Profile based SNS	61
3.3.2	Content based SNS	61
3.3.3	Creation based SNS	61
3.3.4	Multy-User Virtual Environment	61
3.3.5	Mobile SNS	61
3.3.6	Microbloging	62

3.4 Description of popular Social Media Application	62
3.5 Social Networking Sites: Trends and Developments	63
3.5.1 The Early Years	63
3.5.2 Social Networks in 20 <sup>th</sup> Centaury	64-66
3.5.3 Social Networks in 21 <sup>st</sup> Century	67-71
3.5.4 List of Some Popular SNSs	72-75
3.5.5 Conclusion	76
<b>CHAPTER-4 DATA ANALYSIS AND INTERPRATATION</b>	<b>83-170</b>
4.1 Introduction	84
4.2 Analysis of Data	84
4.2.1 Demography of the Respondents	84
4.2.2 Designation and University wise Demography	85
4.2.3 Demography of the Faculty Members	87
4.2.4 University Wise Distribution of the Faculty Members	87
4.2.5 Department wise response of the Faculty Members at Assam University	88-89
4.2.6 Department wise response of the Faculty Members at Mizoram University	90
4.2.7 Designation Wise Distribution of the Faculty Members	91
4.2.8 Gender Wise Distribution of the Faculty Members	92
4.2.9 Age Group Wise Distribution of the Faculty Members	93
4.2.10 Teaching/Research Experience wise Distribution of the Faculty Members	94
4.2.11 Research Publications wise Distribution of the Faculty Members	95
4.2.12 Commonly Accessed SNSs by the Faculty Members	96-97
4.2.13 Tools for Accessing SNSs by the Faculty Members	98
4.2.14 Place of Accessing SNSs by the Faculty Members	99
4.2.15 Frequency of Accessing SNSs by the Faculty Members	100
4.2.16 Gender Wise Frequency of Accessing SNSs by the Faculty Members	101
4.2.17 Duration of Accessing SNSs by the Faculty Members	102
4.2.18 Designation wise Duration of Accessing SNSs by the Faculty Members	103
4.2.19 Period since Using SNSs by the Faculty Members	104
4.2.20 Purpose of Accessing SNSs by the Faculty Members	105
4.2.21 Friends/contacts on SNSs of the Faculty Members	106-07
4.2.22 Gender wise Friends/Contacts on SNSs of the Faculty Members	108



4.2.23 Preferable Timing of Accessing SNSs by the Faculty Members	109
4.2.24 Easiness with SNSs by the Faculty Members	110
4.2.25 Nature of Membership/friendship on SNSs of the Faculty Members	111
4.2.26 Satisfaction Level on SNSs by the Faculty Members	112
4.2.27 Privacy on SNSs of the Faculty Members	113
4.2.28 Reliability of information Access by Faculty Members on SNSs	114
4.2.29 Impact of SNSs on Personal/Professional life of the Faculty Members	115
4.2.30 Problems being faced by the Faculty Members while Accessing SNSs	116
4.2.31 Login ID on SNSs of the Faculty Members	117
4.2.32 Faculty Members who have been Victims of SNSs Bullying	118
4.2.33 Preferred Interaction by the Faculty Members	119
4.2.34 Features which should be available on SNSs	120
4.2.35 Features most disliked on SNSs by the Faculty Members	121
4.2.36 Total No. of Research Scholars at Assam University	122
4.2.37 Department & Gender Wise Distribution of the Research Scholars	123-24
4.2.38 Total No. of Research Scholars at Mizoram University	125
4.2.39 Department & Gender wise Distribution of Respondents at MZU	125-26
4.2.40 University Wise Distribution of the Research Scholars	127
4.2.41 Gender Wise Distribution of the Research Scholars	128
4.2.42 University & Gender Wise Distribution of the Research Scholars	128
4.2.43 Age Group Wise Distribution of the Research Scholars	129
4.2.44 Research Experiences of the Research Scholars	130
4.2.45 Research publication Wise Distribution of the Research Scholars	131
4.2.46 Commonly Accessed SNSs by the Research Scholars	132-33
4.2.47 Gender wise commonly Accessed SNSs by the Research Scholars	134
4.2.48 Tools for Accessing SNSs Used by the Research Scholars	135
4.2.49 Tools for Accessing SNSs Used by Faculty Members & Research Scholars	136
4.2.50 Place of Accessing SNSs by the Research Scholars	137
4.2.51 Frequency of Accessing SNSs by the Research Scholars	138
4.2.52 Frequency of Accessing SNSs by the Faculty Members & Research Scholars	139
4.2.53 Gender Wise Frequency of Accessing SNSs by the Research Scholars	140-41
4.2.54 Duration of Accessing SNSs by the Research Scholars	142
4.2.55 Duration of Accessing SNSs by the Faculty Members & Research Scholars	143

4.2.56 Period since Accessing SNSs by the Research Scholars	144
4.2.57 Purpose for Accessing SNSs by the Research Scholars	145
4.2.58 Academic & Personal uses of SNSs by the Faculty Members & Research Scholars	146
4.2.59 No. of Friends/contact on SNSs of the Research Scholars	147
4.2.60 Gender Wise Friends/contact on SNSs of the Research Scholars	148-49
4.2.61 Friends/contacts on SNSs of the Faculty Members & Research Scholars	150
4.2.62 Timing of Accessing SNSs by the Research Scholars	151
4.2.63 Easiness with SNSs by the Research Scholars	152
4.2.64 Easiness/Flexibility with SNSs by the Faculty Members and Research Scholars	153
4.2.65 Nature of Membership/friendship on SNSs of the Research Scholars	154
4.2.66 Satisfaction Level on SNSs by the Research Scholars	155
4.2.67 Satisfaction Level on SNSs by the Faculty Members & Research Scholars	156
4.2.68 Privacy on SNSs by Research Scholars	157
4.2.69 Reliability of information on SNSs Access by Research Scholars	158
4.2.70 Impact of SNSs on Personal/Professional life of the Research Scholars	159
4.2.71 Impact of SNSs on Personal/Professional life of the Faculty Members & Research Scholars	160
4.2.72 Problems being faced by the Research Scholars while Accessing SNSs	161-2
4. 2. 73 Login ID on SNSs by the Research Scholars	163
4.2.74 Victims of Social Networking Bullying	164
4.2.75 Preferred Interaction by the Research Scholars	164
4.2.76 Need of Features on SNSs by the Research Scholars	165-66
4.2.77 Reluctant Features on SNSs by Research Scholars	167-68
<b>CHAPTER-5 FINDINGS, CONCLUSION AND SUGGESTIONS</b>	<b>171-182</b>
5.1 Introduction	172
5.2 Findings	172-76
5.3 Challenges of Using Social Networking Sites	176
5.4 Scope for future Research	177
5.5 Conclusion	178-79
5.6 Suggestion	180
5.7 Privacy and Safety Concern	181

**BIBLIOGRAPHY****183-200****APPENDICES****2001-07****LIST OF TABLES**

<b>Table No.</b>	<b>Description</b>	<b>Page No.</b>
4.T1	Demography of the Respondents	85
4.T2	Designation & University wise Respondents	86
4.T3	Demography of the Faculty Members	87
4.T4	University Wise Distribution of the Faculty Members	87
4.T5	Department wise response of the Faculty Members at Assam University	88-89
4.T6	Department wise response of the Faculty Members at Mizoram University	90
4.T7	Designation Wise Distribution of the Faculty Members	91
4.T8	Gender Wise Distribution of the Faculty Members	92
4.T9	Age Group Wise Distribution of the Faculty Members	93
4.T10	Teaching/Research Experience wise Distribution of the Faculty Members	94
4.T11	Research Publications wise Distribution of the Faculty Members	95
4.T12	Commonly Accessed SNSs by the Faculty Members	97
4.T13	Tools for Accessing SNSs by the Faculty Members	98
4.T14	Place of Accessing SNSs by the Faculty Members	99
4.T15	Frequency of Accessing SNSs by the Faculty Members	100
4.T16	Gender Wise Frequency of Accessing SNSs by the Faculty Members	101
4.T17	Duration of Accessing SNSs by the Faculty Members	102
4.T18	Designation wise Duration of Accessing SNSs by the Faculty Members	103
4.T19	Period since Using SNSs by the Faculty Members	104
4.T20	Purpose of Accessing SNSs by the Faculty Members	106
4.T21	Friends/contacts on SNSs of the Faculty Members	107
4.T22	Gender wise Friends/Contacts on SNSs of the Faculty Members	108
4.T23	Preferable Timing of Accessing SNSs by the Faculty Members	109
4.T24	Easiness with SNSs by the Faculty Members	110
4.T25	Nature of Membership/friendship on SNSs of the Faculty Members	111
4.T26	Satisfaction Level on SNSs by the Faculty Members	112
4.T27	Privacy on SNSs of the Faculty Members	113
4.T28	Reliability of information Access by Faculty Members on SNSs	114
4.T29	Impact of SNSs on Personal/Professional life of the Faculty	115

	Members	
4.T30	Problems being faced by the Faculty Members while Accessing SNSs	116
4.T31	Login ID on SNSs of the Faculty Members	117
4.T32	Faculty Members who have been Victims of SNSs Bullying	118
4.T33	Preferred Interaction by the Faculty Members	119
4.T34	Features which should be available on SNSs	120
4.T35	Features most disliked on SNSs by the Faculty Members	121
4.T36	Total No. of Research Scholars at Assam University	122
4.T37	Department & Gender Wise Distribution of the Research Scholars	123-24
4.T38	Total No. of Research Scholars at Mizoram University	125
4.T39	Department & Gender wise Distribution of Respondents at MZU	126
4.T40	University Wise Distribution of the Research Scholars	127
4.T41	Gender Wise Distribution of the Research Scholars	128
4.T42	University & Gender Wise Distribution of the Research Scholars	129
4.T43	Age Group Wise Distribution of the Research Scholars	130
4.T44	Research Experiences of the Research Scholars	131
4.T45	Research publication Wise Distribution of the Research Scholars	132
4.T46	Commonly Accessed SNSs by the Research Scholars	133
4.T47	Gender wise commonly Accessed SNSs by the Research Scholars	134
4.T48	Tools for Accessing SNSs Used by the Research Scholars	136
4.T49	Tools for Accessing SNSs Used by Faculty Members & Research Scholars	137
4.T50	Place of Accessing SNSs by the Research Scholars	138
4.T51	Frequency of Accessing SNSs by the Research Scholars	139
4.T52	Frequency of Accessing SNSs by the Faculty Members & Research Scholars	140
4.T53	Gender Wise Frequency of Accessing SNSs by the Research Scholars	141
4.T54	Duration of Accessing SNSs by the Research Scholars	142
4.T55	Duration of Accessing SNSs by the Faculty Members & Research Scholars	143
4.T56	Period since Accessing SNSs by the Research Scholars	144
4.T57	Purpose for Accessing SNSs by the Research Scholars	145
4.T58	Academic & Personal uses of SNSs by the Faculty Members & Research Scholars	146
4.T59	No. of Friends/contact on SNSs of the Research Scholars	148
4.T60	Gender Wise Friends/contact on SNSs of the Research Scholars	149
4.T61	Friends/contacts on SNSs of the Faculty Members & Research Scholars	150

4.T62	Timing of Accessing SNSs by the Research Scholars	151
4.T63	Easiness with SNSs by the Research Scholars	152
4.T64	Easiness/Flexibility with SNSs by the Faculty Members and Research Scholars	153
4.T65	Nature of Membership/friendship on SNSs of the Research Scholars	154
4.T66	Satisfaction Level on SNSs by the Research Scholars	155
4.T67	Satisfaction Level on SNSs by the Faculty Members & Research Scholars	156
4.T68	Privacy on SNSs by Research Scholars	157
4.T69	Reliability of information on SNSs Access by Research Scholars	158
4.T70	Impact of SNSs on Personal/Professional life of the Research Scholars	159
4.T71	Impact of SNSs on Personal/Professional life of the Faculty Members & Research Scholars	160
4.T72	Problems being faced by the Research Scholars while Accessing SNSs	162
4.T73	Login ID on SNSs by the Research Scholars	163
4.T74	Victims of Social Networking Bullying	164
4.T75	Preferred Interaction by the Research Scholars	165
4.T76	Need of Features on SNSs by the Research Scholars	166
4.T77	Reluctant Features on SNSs by Research Scholars	167

## LIST OF FIGURES

<b>Figure No.</b>	<b>Description</b>	<b>Page No.</b>
4.F1	Demography of the Respondents	85
4.F2	Designation & University wise Respondents	86
4.F3	Demography of the Faculty Members	87
4.F4	University Wise Distribution of the Faculty Members	88
4.F5	Department wise response of the Faculty Members at Assam University	89
4.F6	Department wise response of the Faculty Members at Mizoram University	91
4.F7	Designation Wise Distribution of the Faculty Members	92
4.F8	Gender Wise Distribution of the Faculty Members	93
4.F9	Age Group Wise Distribution of the Faculty Members	94
4.F10	Teaching/Research Experience wise Distribution of the Faculty Members	95
4.F11	Research Publications wise Distribution of the Faculty Members	96
4.F12	Commonly Accessed SNSs by the Faculty Members	97
4.F13	Tools for Accessing SNSs by the Faculty Members	98
4.F14	Place of Accessing SNSs by the Faculty Members	99
4.F15	Frequency of Accessing SNSs by the Faculty Members	100
4.F16	Gender Wise Frequency of Accessing SNSs by the Faculty Members	101
4.F17	Duration of Accessing SNSs by the Faculty Members	102
4.F18	Designation wise Duration of Accessing SNSs by the Faculty Members	104
4.F19	Period since Using SNSs by the Faculty Members	105
4.F20	Purpose of Accessing SNSs by the Faculty Members	106
4.F21	Friends/contacts on SNSs of the Faculty Members	107
4.F22	Gender wise Friends/Contacts on SNSs of the Faculty Members	108
4.F23	Preferable Timing of Accessing SNSs by the Faculty Members	109
4.F24	Easiness with SNSs by the Faculty Members	110
4.F25	Nature of Membership/friendship on SNSs of the Faculty Members	111
4.F26	Satisfaction Level on SNSs by the Faculty Members	112
4.F27	Privacy on SNSs of the Faculty Members	113
4.F28	Reliability of information Access by Faculty Members on SNSs	114
4.F29	Impact of SNSs on Personal/Professional life of the Faculty Members	115
4.F30	Problems being faced by the Faculty Members while Accessing SNSs	117

4.F31	Login ID on SNSs of the Faculty Members	118
4.F32	Faculty Members who have been Victims of SNSs Bullying	119
4.F33	Preferred Interaction by the Faculty Members	119
4.F34	Features which should be available on SNSs	121
4.F35	Features most disliked on SNSs by the Faculty Members	122
4.F36	Total No. of Research Scholars at Assam University	123
4.F37	Department & Gender Wise Distribution of the Research Scholars	124
4.F38	Total No. of Research Scholars at Mizoram University	125
4.F39	Department & Gender wise Distribution of Respondents at MZU	127
4.F40	University Wise Distribution of the Research Scholars	127
4.F41	Gender Wise Distribution of the Research Scholars	128
4.F42	University & Gender Wise Distribution of the Research Scholars	129
4.F43	Age Group Wise Distribution of the Research Scholars	130
4.F44	Research Experiences of the Research Scholars	131
4.F45	Research publication Wise Distribution of the Research Scholars	132
4.F46	Commonly Accessed SNSs by the Research Scholars	133
4.F47	Gender wise commonly Accessed SNSs by the Research Scholars	135
4.F48	Tools for Accessing SNSs Used by the Research Scholars	136
4.F49	Tools for Accessing SNSs Used by Faculty Members & Research Scholars	137
4.F50	Place of Accessing SNSs by the Research Scholars	138
4.F51	Frequency of Accessing SNSs by the Research Scholars	139
4.F52	Frequency of Accessing SNSs by the Faculty Members & Research Scholars	140
4.F53	Gender Wise Frequency of Accessing SNSs by the Research Scholars	141
4.F54	Duration of Accessing SNSs by the Research Scholars	142
4.F55	Duration of Accessing SNSs by the Faculty Members & Research Scholars	143
4.F56	Period since Accessing SNSs by the Research Scholars	144
4.F57	Purpose for Accessing SNSs by the Research Scholars	146
4.F58	Academic & Personal uses of SNSs by the Faculty Members & Research Scholars	147
4.F59	No. of Friends/contact on SNSs of the Research Scholars	148
4.F60	Gender Wise Friends/contact on SNSs of the Research Scholars	149
4.F61	Friends/contacts on SNSs of the Faculty Members & Research Scholars	151
4.F62	Timing of Accessing SNSs by the Research Scholars	152
4.F63	Easiness with SNSs by the Research Scholars	153

4.F64	Easiness/Flexibility with SNSs by the Faculty Members and Research Scholars	154
4.F65	Nature of Membership/friendship on SNSs of the Research Scholars	155
4.F66	Satisfaction Level on SNSs by the Research Scholars	156
4.F67	Satisfaction Level on SNSs by the Faculty Members & Research Scholars	157
4.F68	Privacy on SNSs by Research Scholars	158
4.F69	Reliability of information on SNSs Access by Research Scholars	159
4.F70	Impact of SNSs on Personal/Professional life of the Research Scholars	160
4.F71	Impact of SNSs on Personal/Professional life of the Faculty Members & Research Scholars	161
4.F72	Problems being faced by the Research Scholars while Accessing SNSs	162
4.F73	Login ID on SNSs by the Research Scholars	163
4.F74	Victims of Social Networking Bullying	164
4.F75	Preferred Interaction by the Research Scholars	165
4.F76	Need of Features on SNSs by the Research Scholars	166
4.F77	Reluctant Features on SNSs by Research Scholars	168



***LIST OF PICTURES***

<b>Picture No.</b>	<b>Description</b>	<b>Page No.</b>
1. P1	Social Networking Sites	5
1. P2	Pictorial View of Assam University	15
1. P3	Pictorial View of Mizoram University	16-17

***LIST OF APPENDIX***

<b>Appendix No.</b>	<b>Description</b>	<b>Page No.</b>
1	Questionnaires	201-207

## LIST OF ABBREVIATIONS

ANOVA	-	Analysis of Variance
ARPANET	-	Advanced Research Project Agency Network
AU	-	Assam University
BBS	-	Bulletin Board System
SNSs	-	Social Networking Sites
CBNRC	-	Centre for Studies in Biodiversity and Natural Resource Conservation
CEMLF	-	Centre for Studies on Endangered Languages Manuscriptology and Folkloristic
CIL	-	Central Instrumentation Laboratory
CSS	-	Centre for Studies on Soft Matters
DOI	-	Digital Object Identifier
DST	-	Department of Science and Technology
DMS	-	Document Management System
ELIS	-	Educator Licensure Information System
GPA	-	Grade Point Average
ICT	-	Information Communication Technology
IRC	-	Internet Relay Chat
LIS	-	Library Information Science
LMS	-	Learning Management Systems
MOOC	-	Massive Open Online Course
MSU	-	Michigan State University
MZU	-	Mizoram University
NAAC	-	National Assessment & Accreditation Council
NSF	-	National Science Foundation
NSSE	-	National Study of Student Engagement
PC	-	Personal Computer
SMT	-	Social Media Technology
RSS	-	Really Simple Syndication
SPSS	-	Statistical Package for Social Science
UGC	-	University Grant Commission
WWW	-	World Wide Web

## 1.1 Introduction

A social network is a social structure made up of a group of individuals, institutions, organisation and so on which is called “nodes” connected by one or more specific types of interdependency, such as friendship, relationship, common interest, financial exchange, relationship of beliefs, knowledge or status. Over the years Social Networking among users became more and more popular. It is way to make connections not only on campus, but with friends outside of the Universities and Colleges.

Social Networking is a medium that helps many people feels as though they belong to a community, religion, institution etc. Due to the increased popularity of it, Professors, researchers and professionals are questioning whether research is being affected by how much time is being spent on these sites? Social Networking became popular in between 2004 to 2006, after creation of Facebook and MySpace. Facebook has more than 500 million members and it is still growing. The recent trends and developments in Information and Communication Technology (ICT) have changed the information seeking scenario in the digital era. A few years ago the Internet was providing very limited set of services such as searching, browsing, emailing, chatting and so on. But at present it has become more essential part of our day to day life. It is facilitating new services to the users of various areas.

The ever increasing contribution of internet and the revolution of information sharing over the last few decades have significantly increased the relationship between the individuals, institutions and so on. As man is a social animal so he cannot live in isolation and he always craving for social networking through family, friends, peers etc. Social networking sites are used by the millions of people across the world. At the present time through social networking sites younger generation come to work with their social and professional relationship. According to Boyd and Ellison (2007) “Web based services allow individuals to build a social and professional profile within a bounded system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within a system”. Social networking sites, allow users to create a personalised account that includes the information like; date of birth, hobbies, preferences, education status, relationships status and personal and professional interest etc. The applications of web 2.0 facilitate the users to provide very interactive and constructive information sharing, user based environment on the internet. It also provides a platform to all the users

















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**Mizoram University**  
A Central University established by an Act of Parliament  
Accredited 'A' Grade by NAAC in 2014



[www.yosearch.net](http://www.yosearch.net)























## 2.1 Introduction

A literature review discussed published information in a particular subject area, and sometimes within a certain time period. A literature review can be just a simple summary of the sources, but it usually has an organizational pattern and combines both summary and synthesis. A summary is a recap of the important information of the source, but a synthesis is a re-organisation, or a reshuffling, of that information. It might give a new interpretation of old material or combine new with old interpretations, or it might trace the intellectual progression of the field, including major debates. And depending on the situation, the literature review may evaluate the sources and advise the reader on the most pertinent or relevant.

While the main focus of an academic research is to support your own argument, the focus of a literature review is to summarize and synthesize the arguments and ideas of others. The academic research also covers a range of sources, but it is usually a selected number of sources, because the emphasis is on the argument. Likewise, a literature review can also have an "argument," but it is not as important as covering a number of sources. In short, an academic research and a literature review contain some of the same elements. In fact, many academic researchers will contain a literature review section, but it is the aspect of the study (the argument or the sources) that is emphasized that determines what type of document it is.

The undertaken research is quit new area in the field of Library and information science. Hence very limited studies have been undertaken by the faculty members and research scholars across the world to investigate into issue related to the social networking sites in terms of their identity, privacy, use and so on. The studies which were found suitable were thoroughly reviewed along with their findings which are as follows:

**Kenchakkanavar (2015)** studied the role of Facebook and Twitter for academic libraries in the 21<sup>st</sup> century. The study focused on effectiveness of using online advertising on the social networking sites (Facebook & Twitter) in academic libraries. The study found that many libraries are using SNSs to connect their users in the online environment. The author explained that library and information professionals are in need of SNSs and it can promote the library uses most promptly.



































































### **3.1 Introduction**

Social networking has emerged as key technique in present society. It has become a popular topic of speculation, study and research. People have used the idea of social networks loosely for over a century to connote complex set of relationship between members of social systems at all scales, from interpersonal to international. It has now moved from being a suggestive metaphor to an analytic approach to a paradigm, with its own theoretical statements, methods, social network analysis software, teaching community, researchers and professionals.

A social networking site focuses on building and reflecting of social networks or social relations among people, who share interests or activities. Social networking sites essentially consist of a representation of each user, his/her social links, and a variety of additional services as the increase in popularity of social networking is on a constant rise, new uses for the technology are constantly being observed. At the forefront of emerging trends in social networking sites is the concept of real time and location based. Real time allows users to contribute content, which then broadcasted as it is being uploaded - the concept is similar to live television broadcasts.

Now day's Social networking is being used by teachers, students and professionals as a communication tool. Because many researchers are using a wide range of social networking sites, teachers have begun to familiarise themselves with this trends and are now using it to their teaching learning process. Teachers are doing many things from creating chat-room forums and groups to extend classroom discussion to posting assignments, test quizzes, to assisting with homework outside of the classroom setting. Social networking sites are also being used to foster teacher-parent communication. These sites make it possible and more convenient for parents to ask questions and voice concerns without having to meet face to face. A final rise in social networking sites is the use which is being driven by many universities, Institutions and colleges using these services to network with professionals for internship and job opportunities.

### **3.2 Social Networks Sites as Spaces for Learning**

Social networking sites (SNSs) can be defined as those sites sharing a collection of technical features that allow individuals to form a group, linked by various aims, and form a social structure (“social network”)





3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 35 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 81 83 85 87 89 91 93 95 97 99 101 103 105 107 109 111 113 115 117 119 121 123 125 127 129 131 133 135 137 139 141 143 145 147 149 151 153 155 157 159 161 163 165 167 169 171 173 175 177 179 181 183 185 187 189 191 193 195 197 199 201 203 205 207 209 211 213 215 217 219 221 223 225 227 229 231 233 235 237 239 241 243 245 247 249 251 253 255 257 259 261 263 265 267 269 271 273 275 277 279 281 283 285 287 289 291 293 295 297 299 301 303 305 307 309 311 313 315 317 319 321 323 325 327 329 331 333 335 337 339 341 343 345 347 349 351 353 355 357 359 361 363 365 367 369 371 373 375 377 379 381 383 385 387 389 391 393 395 397 399 401 403 405 407 409 411 413 415 417 419 421 423 425 427 429 431 433 435 437 439 441 443 445 447 449 451 453 455 457 459 461 463 465 467 469 471 473 475 477 479 481 483 485 487 489 491 493 495 497 499 501 503 505 507 509 511 513 515 517 519 521 523 525 527 529 531 533 535 537 539 541 543 545 547 549 551 553 555 557 559 561 563 565 567 569 571 573 575 577 579 581 583 585 587 589 591 593 595 597 599 601 603 605 607 609 611 613 615 617 619 621 623 625 627 629 631 633 635 637 639 641 643 645 647 649 651 653 655 657 659 661 663 665 667 669 671 673 675 677 679 681 683 685 687 689 691 693 695 697 699 701 703 705 707 709 711 713 715 717 719 721 723 725 727 729 731 733 735 737 739 741 743 745 747 749 751 753 755 757 759 761 763 765 767 769 771 773 775 777 779 781 783 785 787 789 791 793 795 797 799 801 803 805 807 809 811 813 815 817 819 821 823 825 827 829 831 833 835 837 839 841 843 845 847 849 851 853 855 857 859 861 863 865 867 869 871 873 875 877 879 881 883 885 887 889 891 893 895 897 899 901 903 905 907 909 911 913 915 917 919 921 923 925 927 929 931 933 935 937 939 941 943 945 947 949 951 953 955 957 959 961 963 965 967 969 971 973 975 977 979 981 983 985 987 989 991 993 995 997 999 1001

made up of nodes interlinked by several type of relationship.

3 5 7 9 11 13 15 17 19 21 23 25 27 29 31 33 35 37 39 41 43 45 47 49 51 53 55 57 59 61 63 65 67 69 71 73 75 77 79 81 83 85 87 89 91 93 95 97 99 101 103 105 107 109 111 113 115 117 119 121 123 125 127 129 131 133 135 137 139 141 143 145 147 149 151 153 155 157 159 161 163 165 167 169 171 173 175 177 179 181 183 185 187 189 191 193 195 197 199 201 203 205 207 209 211 213 215 217 219 221 223 225 227 229 231 233 235 237 239 241 243 245 247 249 251 253 255 257 259 261 263 265 267 269 271 273 275 277 279 281 283 285 287 289 291 293 295 297 299 301 303 305 307 309 311 313 315 317 319 321 323 325 327 329 331 333 335 337 339 341 343 345 347 349 351 353 355 357 359 361 363 365 367 369 371 373 375 377 379 381 383 385 387 389 391 393 395 397 399 401 403 405 407 409 411 413 415 417 419 421 423 425 427 429 431 433 435 437 439 441 443 445 447 449 451 453 455 457 459 461 463 465 467 469 471 473 475 477 479 481 483 485 487 489 491 493 495 497 499 501 503 505 507 509 511 513 515 517 519 521 523 525 527 529 531 533 535 537 539 541 543 545 547 549 551 553 555 557 559 561 563 565 567 569 571 573 575 577 579 581 583 585 587 589 591 593 595 597 599 601 603 605 607 609 611 613 615 617 619 621 623 625 627 629 631 633 635 637 639 641 643 645 647 649 651 653 655 657 659 661 663 665 667 669 671 673 675 677 679 681 683 685 687 689 691 693 695 697 699 701 703 705 707 709 711 713 715 717 719 721 723 725 727 729 731 733 735 737 739 741 743 745 747 749 751 753 755 757 759 761 763 765 767 769 771 773 775 777 779 781 783 785 787 789 791 793 795 797 799 801 803 805 807 809 811 813 815 817 819 821 823 825 827 829 831 833 835 837 839 841 843 845 847 849 851 853 855 857 859 861 863 865 867 869 871 873 875 877 879 881 883 885 887 889 891 893 895 897 899 901 903 905 907 909 911 913 915 917 919 921 923 925 927 929 931 933 935 937 939 941 943 945 947 949 951 953 955 957 959 961 963 965 967 969 971 973 975 977 979 981 983 985 987 989 991 993 995 997 999 1001















































## **4.1 Introduction**

The analysis of data involves critical examination of the data with the objectives in mind for determining the pattern of relationship among the variables. The term analysis refers to the computation of certain measures along with searching for pattern of relationship that exist among the data group (Kothari, 1990). The types of study and the complexity of the hypothesis determine the method and depth of analysis. Data analysis and finding are crucial for a scientific study and for that, the scholar has taken relevant data obtained through the filled-in questionnaire for making a comprehensive analysis and draw the inferences. The scholar has taken due efforts as its validity depends more upon common sense, experience, understanding, background knowledge and intellectual honesty of the interpreter than upon consistency to any set rules that might be formulated.

## **4.2 Analysis of Data**

The analysis and interpretation of data involve the objective material in the possession of the researcher and his subjective reaction to the problem. Analysis of the data is the most skilled task of all the stages of research. It a assignment calling for the researcher's own judgement and skill, proper analysis requires a familiarity with the background of the study. Keeping in view the objective of the study in mind, for the survey of the primary data a structured questionnaire was prepared and was distributed (in June-2014 to September-2014) among all the Faculty members and Research scholars of the two Universities namely Assam University and Mizoram University. There are a total 38 departments under 16 school with total 297 faculty members and 1017 research scholars at Assam University and 31 departments under 8 school with total 193 faculty members and 433 research scholars at Mizoram University. The entire population of both the Universities (total 1940) was covered under the survey.

### **4.2.1 Demography of the Respondents**

Table 1 presents the demography of the respondents which shows that in all 1940 questionnaires were distributed among all the faculty members and research scholars of both the universities, out of 1940 questionnaires distributed, 1326 were received back, making the response rate 68.35%. Sixteen (16) questionnaires were not taken into the consideration, out of 16 incomplete questionnaires, 09 they did not include complete

answers and 07 senior professors are not using social networking sites as they have no time for the SNSs. In all, 1310 (response rate 67.52%) questionnaires were analysed for the study using statistical package for social Sciences (SPSS) and MS Excel and their interpretations have been undertaken in the light of the framed objectives (Figure 1).

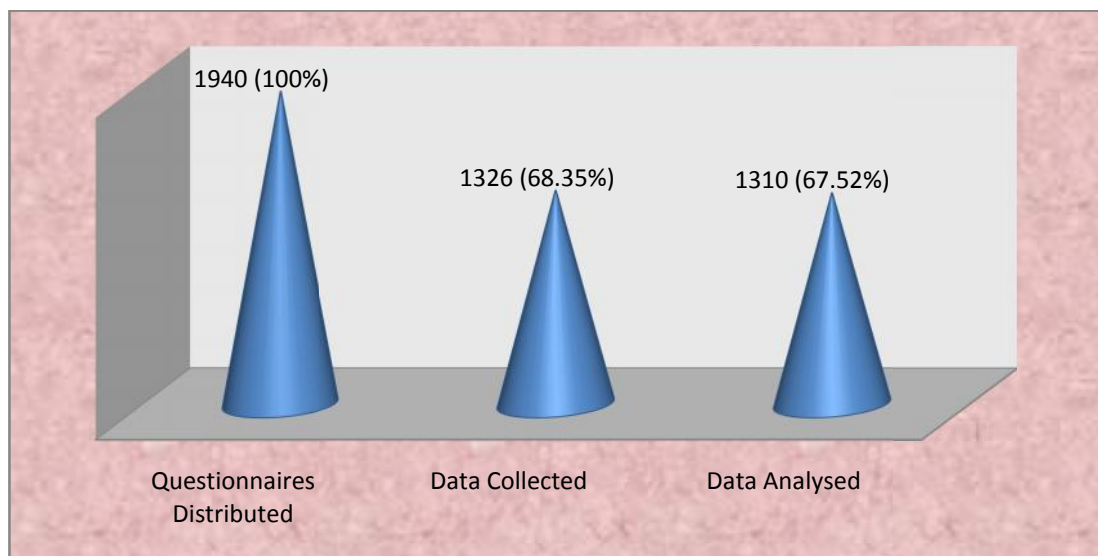
#### 4. T1: Demography of the Respondents

Total No. of Targeted Population	Data Collected		Data Analysed	
	Frequency	Percentage	Frequency	Percentage
Questionnaire Distributed	1326	68.35%	1310	67.52%

(Source: Primary data)

The following figure present the graphical view of the above table.

#### 4. F1: Demography of the Respondents



#### 4.2.2 Designation and University wise Demography

Table 2 presents the designation and university wise demography of both the Universities which shows that at Assam University out of total 297 faculty members 70.03% respondents gave the complete feedback whereas out of 1017 research scholars 62.04% of research scholars provided their proper feedback. Further at Mizoram University out of 193 faculty members 73.06% gave their feedback through

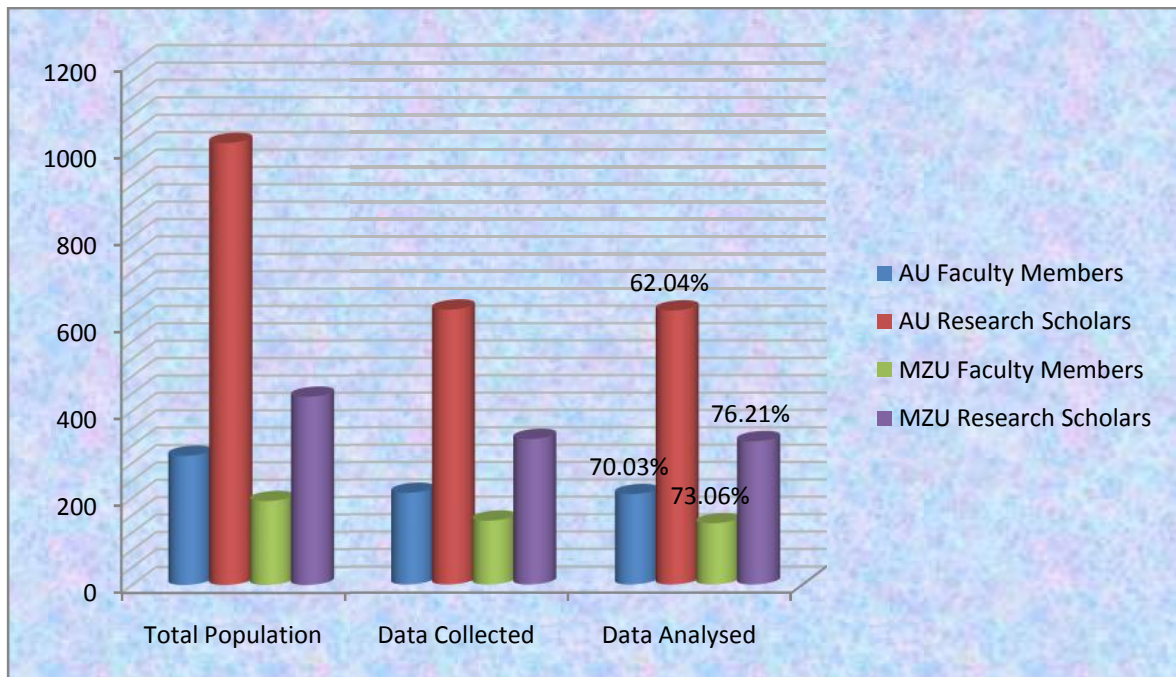
questionnaire, where out of 433 research scholars 76.21% of research scholars provided their response (Figure 2).

#### 4. T2: Designation & University wise Demography

University & Designation	Total No. of Population	Data Collected	Data Analysed	Response Rate
AU Faculty Members	297	211	208	70.03%
AU Research Scholars	1017	633	631	62.04%
MZU Faculty Members	193	147	141	73.06%
MZU Research Scholars	433	335	330	76.21%
<b>Total-</b>	<b>1940</b>	<b>1326</b> <b>(68.35%)</b>	<b>1310</b> <b>(67.52%)</b>	<b>67.52%</b>

(Source: AU Annual Report 2013-14 & 2014-15 & www.mzu.edu.in, accessed on 31<sup>st</sup> May 2014)

#### 4. F2: Designation & University wise Demography



(AU= Assam University, MZU= Mizoram University)

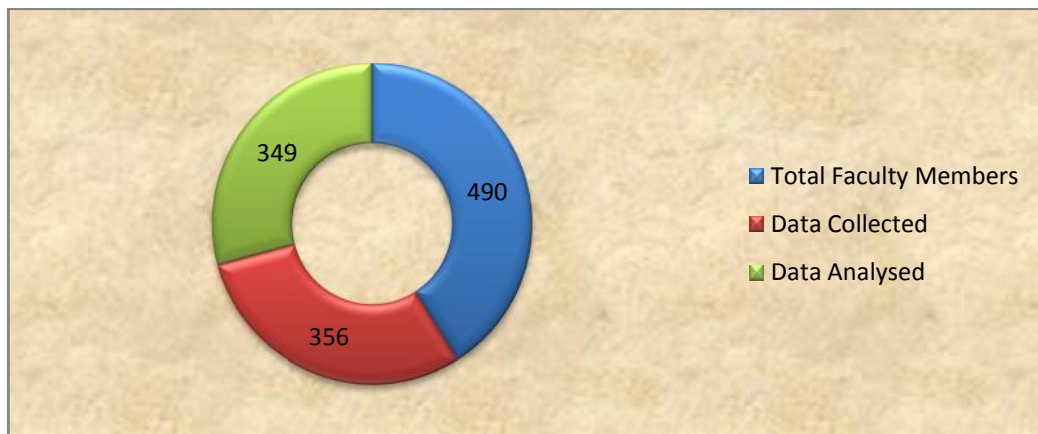
### 4.2.3 Demography of the Faculty Members

Table 3 presents the data related to the faculty members of Assam University and Mizoram University. It shows that there are total 297 faculty members at Assam University and Mizoram University have 193 faculty members who were covered under the study. In all 490 questionnaires were distributed among all the faculty members of both the university, out of 490 questionnaires distributed, 356 were received back, out of 356, 07 questionnaire were incomplete, hence 349 questionnaire were analysed for the purpose under making the response rate of 71.22% (Figure 3).

**4. T3: Demography of the Faculty Members**

Total Faculty Members	Data Collected	Data Analysed	Response Rate (%)
490	356	349	71.22%

**4. F3: Demography of the Faculty Members**



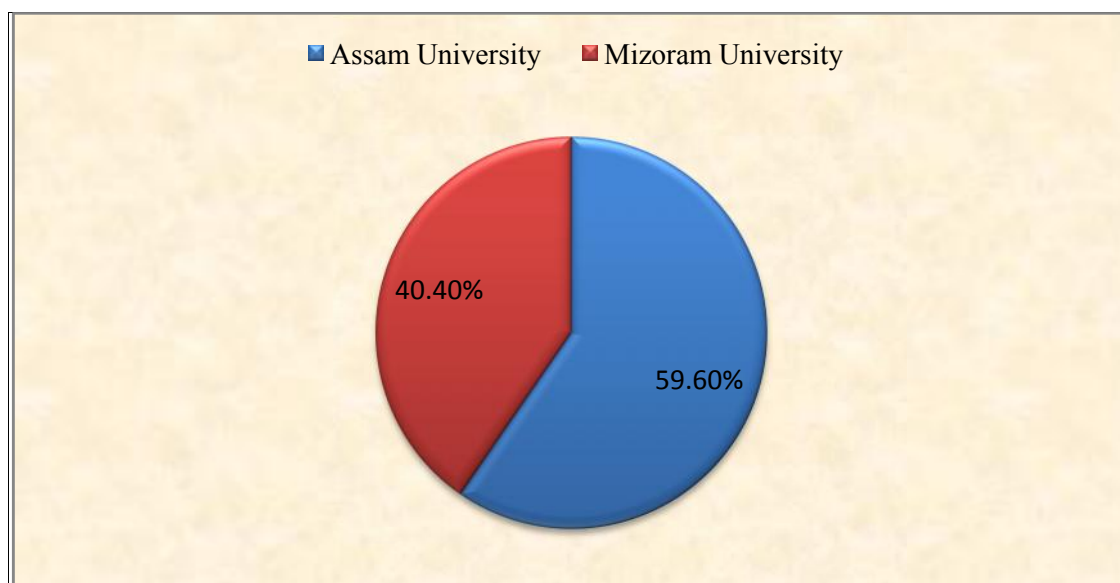
### 4.2.4 University Wise Distribution of the Faculty Members

Table 4 shows that there are total 349 (71.20%) of faculty members who were provided their feed back through questionnaire, these respondents are Faculty Members belonging to Assam University, Silchar 59.60% and Mizoram University 40.40%, Aizawl, Mizoram India (Figure 4).

**4. T4: University wise Distribution of the Faculty Members**

University	Frequency	Percentage (%)
Assam University	208	59.60
Mizoram University	141	40.40
Total	349	100

#### 4. F4: University wise Distribution of the Faculty Members



#### 4.2.5 Department wise response of the Faculty Members at Assam University

Table 5 presents the department wise distribution of faculty members at Assam University. It shows that there are total 297 faculty members from all 38 departments; covered under the study out of these 208 respondents who had provided their proper feedbacks which was analysed for the purpose with response rate 70.03% (Figure 5).

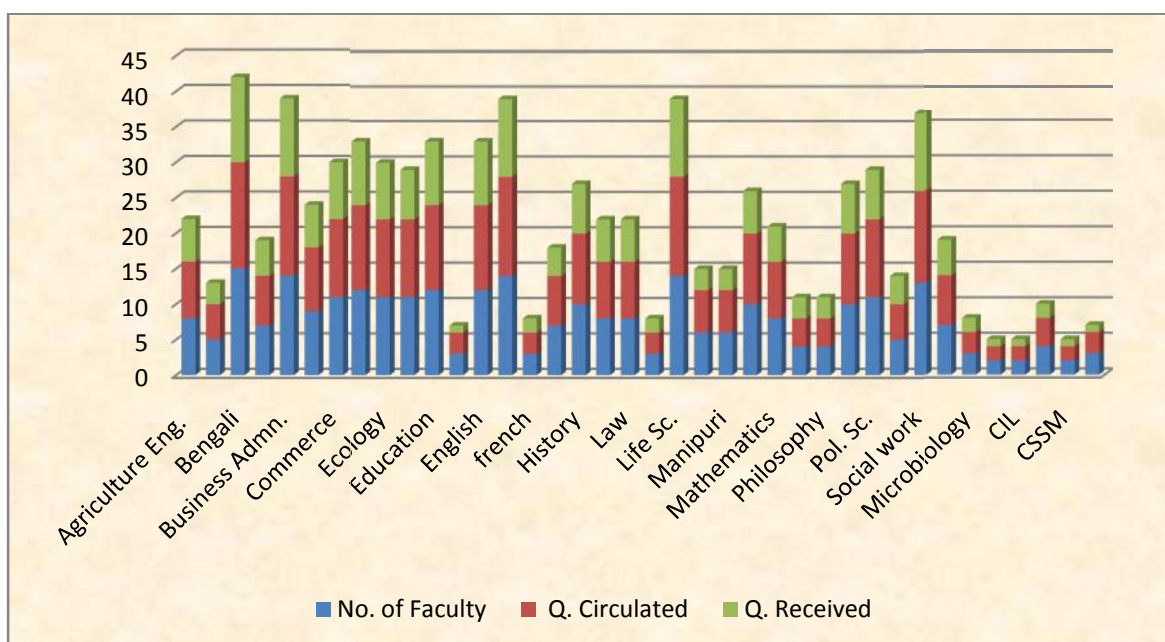
#### 4. T5: Department wise Response of the Faculty Members at Assam University

Sl. No.	Department	No. of Faculty	Questionnaires Circulated	Questionnaires Analysed
1	Agriculture Engineering	8	8	6
2	Arabic	5	5	3
3	Bengali	15	15	12
4	Biotechnology	7	7	5
5	Business Administration	14	14	11
6	Chemistry	9	9	6
7	Commerce	11	11	8
8	Computer Science	12	12	9
9	Ecology	11	11	8
10	Economics	11	11	7
11	Education	12	12	9
12	Electronics	3	3	1
13	English	12	12	9
14	Fine Arts	14	14	11
15	French	3	3	2

16	Hindi	7	7	4
17	History	10	10	7
18	Information Technology	8	8	6
19	Law	8	8	6
20	Library & Info. Sc.	3	3	2
21	Life Science	14	14	11
22	Linguistics	6	6	3
23	Manipuri	6	6	3
24	Mass Communication	10	10	6
25	Mathematics	8	8	5
26	Microbiology	4	4	3
27	Philosophy	4	4	3
28	Physics	10	10	7
29	Political Science	11	11	7
30	Sanskrit	5	5	4
31	Social work	13	13	11
32	Sociology	7	7	5
33	Microbiology	3	3	2
34	CBNRC	2	2	1
35	CIL	2	2	1
36	Earth Science	4	4	2
37	CSSM	2	2	1
38	CLEMF	3	3	1
	Total-	297	297	208

(Source: Annual Report of Assam University-2013-14)

#### 4. F5: Department wise Response of the Faculty Members at Assam University



#### 4.2.6 Department wise response of the Faculty Members at Mizoram University

Table 6 present the department wise distribution of faculty members at Mizoram University, which shows that there are total 193 faculty members from all 31 departments cover under the study out of these 141 respondents were provided their proper feedback which was analysed for the purpose with response rate 73.06% (Figure 6).

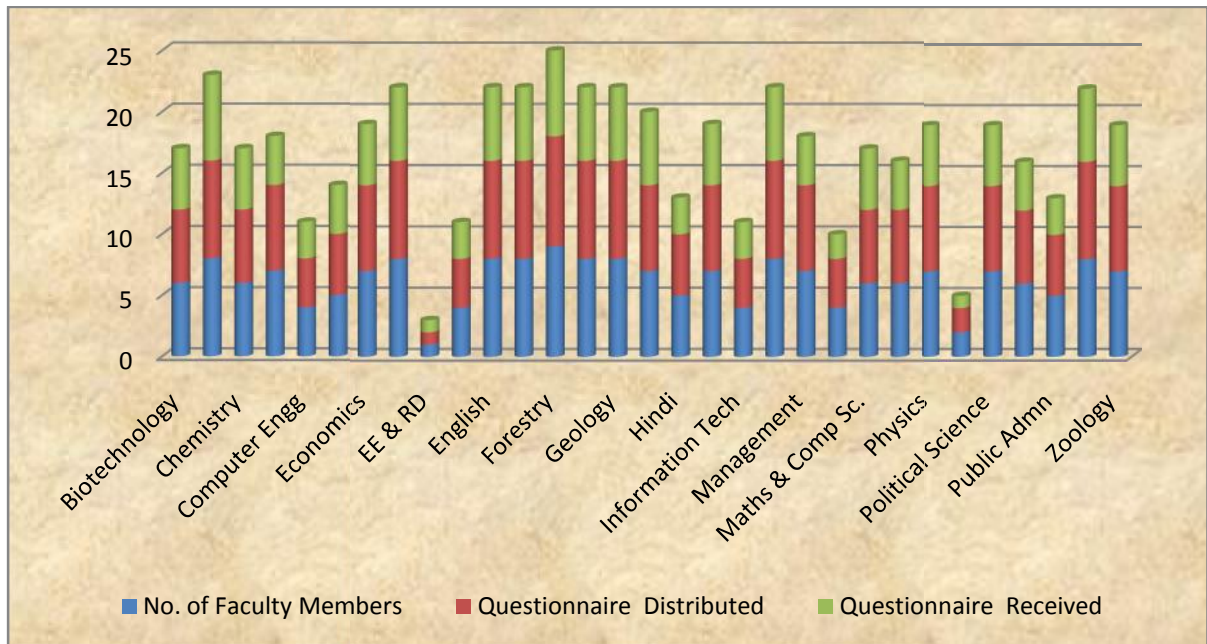
**4. T6: Department wise Response of the Faculty Members at Mizoram University**

Sl. No.	Department	No. of Faculty Members	Questionnaire	
			Distributed	Received
1	Biotechnology	6	6	5
2	Botany	8	8	7
3	Chemistry	6	6	5
4	Commerce	7	7	4
5	Computer Engineering	4	4	3
6	ECE	5	5	4
7	Economics	7	7	5
8	Education	8	8	6
9	EE & RD	1	1	1
10	Electrical Eng.	4	4	3
11	English	8	8	6
12	Environmental Science.	8	8	6
13	Forestry	9	9	7
14	Geography & RM	8	8	6
15	Geology	8	8	6
16	HAMP	7	7	6
17	Hindi	5	5	3
18	History & Ethnography	7	7	5
19	Information Tech	4	4	3
20	Lib & Info Science	8	8	6
21	Management	7	7	4
22	Mass Comm.	4	4	2
23	Maths & Comp Science	6	6	5
24	Mizo	6	6	4
25	Physics	7	7	5
26	Planning & Arch	2	2	1
27	Political Science	7	7	5
28	Psychology	6	6	4
29	Public Administration	5	5	3
30	Social Work	8	8	6
31	Zoology	7	7	5
	<b>Total-</b>	<b>193</b>	<b>193</b>	<b>141</b>

(Source: <http://www.mzu.edu.in/index.php/administration/basic-data>, Retrieved May 30, 2014)



#### 4. F6: Department wise Response of the Faculty Members at Mizoram University



#### 4.2.7 Designation Wise Distribution of the Faculty Members

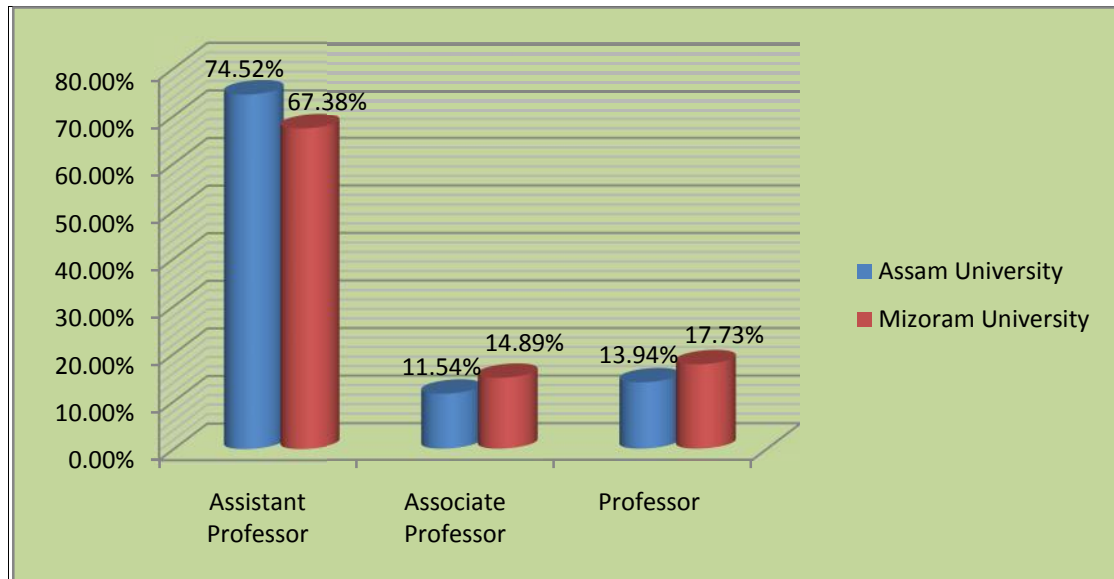
Table 7 presents the designation wise distribution of the faculty members of both the Universities. It shows that 74.52% of the respondents are Assistant Professors, whereas 11.54% of respondents are Associate Professors and 13.94% respondents are Professors at Assam University. Further at Mizoram University 67.38% of the respondents are Assistant Professors, whereas 14.89% of respondents are Associate Professors and 17.73% of the respondents are Professors, who are actively accessing social networking sites (Figure 7).

**4. T7: Designation Wise Distribution of the Faculty Members**

Designation	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Assistant Professor	155	74.52	95	67.38
Associate Professor	24	11.54	21	14.89
Professor	29	13.94	25	17.73
Total	208	100	141	100

(Source: Primary data)

#### 4. F7: Designation Wise Distribution of the Faculty Members



#### 4.2.8 Gender Wise Distribution of the Faculty Members

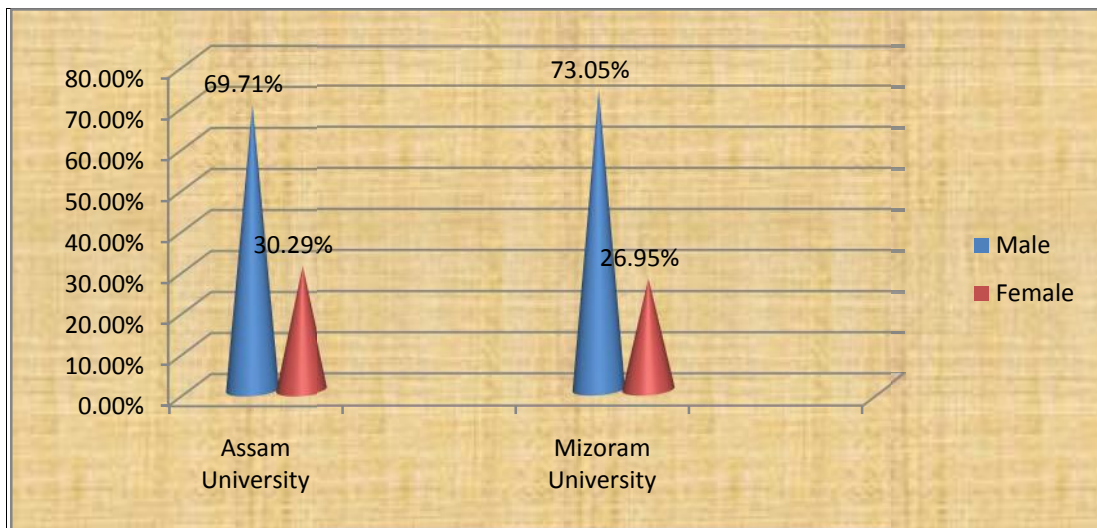
Table 8 presents the gender wise distribution of the faculty members from both the Universities. It indicates that 69.71% of respondents are male and 30.29% of respondents are female at Assam University. Further 73.05% of respondents are male and 26.95% of respondents are female at Mizoram University, who are actively accessing the social networking sites for their day to day information communication (Figure 8).

**4. T8: Gender wise Distribution of the Faculty Members**

Gender	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Male	145	69.71	103	73.05
Female	63	30.29	38	26.95
Total	208	100	141	100

(Source: Primary Data)

#### 4. F8: Gender wise Distribution of the Faculty Members



#### 4.2.9 Age Group Wise Distribution of the Faculty Members

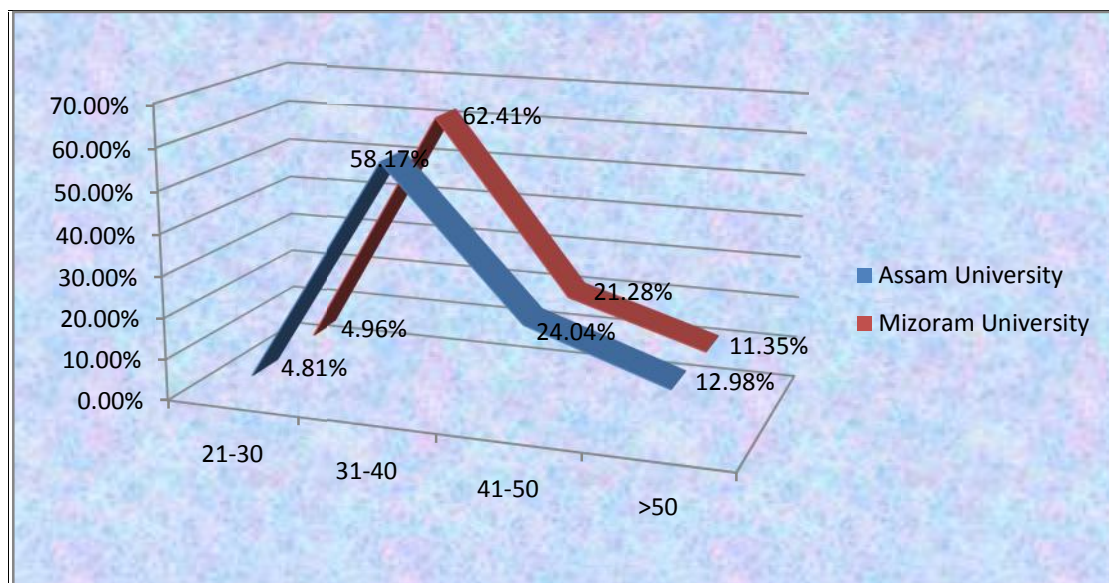
Table 9 presents the data related to the age group of the Faculty Members from both the Universities. This shows that 4.81% of respondents from Assam University fall between the age group of 21-30 years, whereas 58.17% of respondents are in the age group of 31-40 years, 24.04% are in the age between 41-50 years and 12.98% respondents are more than 50 years of the age who are actively accessing SNSs. Further in Mizoram University 4.96% of respondents fall between the age group of 21-30 years, whereas 62.41% respondents are in the age group of 31-40 years, 21.28% respondents comes in the age group of 41-50 years and 11.35% respondents are more than 50 years of age who are accessing these sites (Figure 9).

**4. T9: Age Group wise Distribution of the Faculty Members**

Age Group	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
21-30	10	4.81	7	4.96
31-40	121	58.17	88	62.41
41-50	50	24.04	30	21.28
>50	27	12.98	16	11.35
Total	208	100	141	100

(Source: Primary data)

#### 4. F9: Age Group Wise Distribution of the Faculty Members



#### 4.2.10 Teaching/Research Experience wise Distribution of the Faculty Members

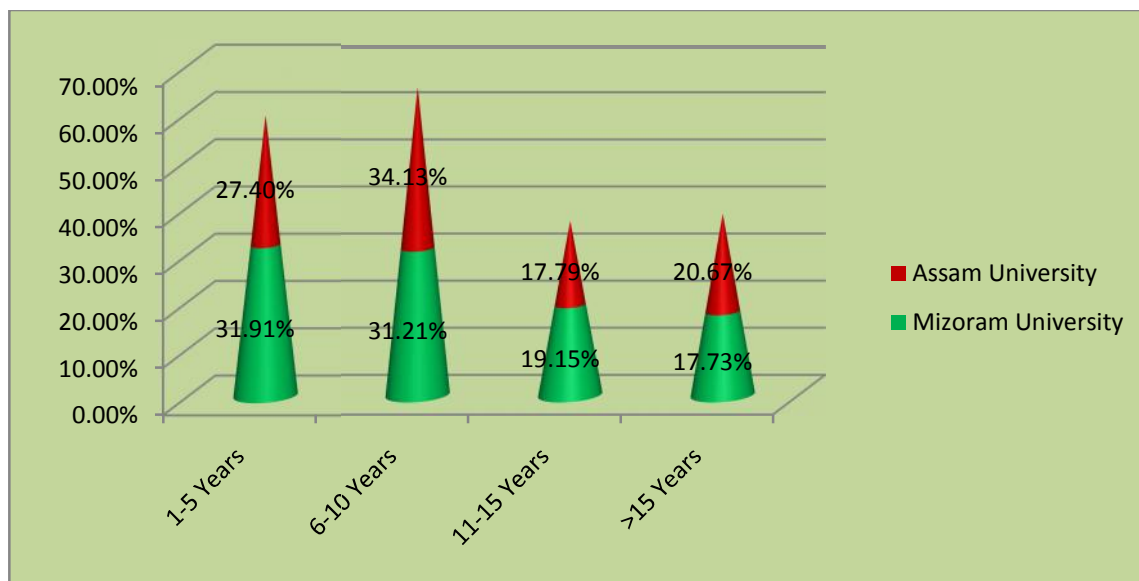
Table 10 shows the teaching/research experience of the Faculty Members from both the Universities. Which Indicates that 27.40% of respondents from Assam University having 1-5 years of teaching experiences, whereas most of the respondents i.e. 34.14% are having 6-10 years of teaching/research experience, 17.79% of respondents have 11-15 years of teaching/research experience and 20.67% of respondents having more than 15 years of teaching/research experience. Further, it indicates that 31.91% of respondents from Mizoram University have 1-5 years of teaching/research experience where as 31.21% respondents have 6-10 years teaching experience, 19.15% of respondents have 11-15 years of teaching/research experience and 17.73% of respondents have more than 15 years of teaching/research experiences (Figure 10).

**4. T10: Teaching/Research Experience of the Faculty Members**

Teaching/Research Experience (Years)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
1-5	57	27.40	45	31.91
6-10	71	34.14	44	31.21
11-15	37	17.79	27	19.15
>15	43	20.67	25	17.73
Total	208	100	141	100

(Source: Primary data)

#### 4. F10: Teaching/Research Experience of the Faculty Members



#### 4.2.11 Research Publications wise Distribution of the Faculty Members

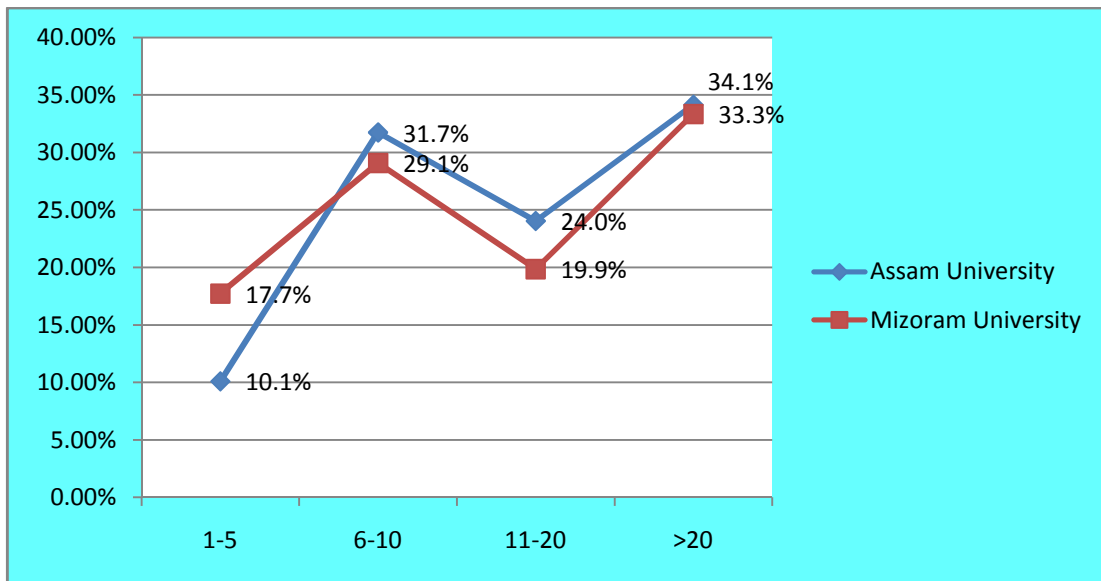
From table 11, it is clear that in the Assam University, 10.10% of faculty members have research publications in between 1-5, whereas 31.73% of respondents have 6-10 publications, 24.04% respondents have 11-15 publications and 34.13% respondents have more than 20 publications on their account. Further in the Mizoram University 17.73% of respondents have 1-5 research publications, whereas 29.08% of respondents have 6-10 research publications, 19.86% respondents having 11-20 research publication and 33.33% of respondents have more than 20 research publications (Figure 11).

#### 4. T11: Research Publication of the Faculty Members

Research Publication	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
1-5	21	10.10	25	17.73
6-10	66	31.73	41	29.08
11-20	50	24.04	28	19.86
>20	71	34.13	47	33.33
Total	208	100	141	100

(Source: Primary data)

#### 4. F11: Research Publication of the Faculty Members



#### 4.2.12 Commonly Accessed SNSs by the Faculty Members

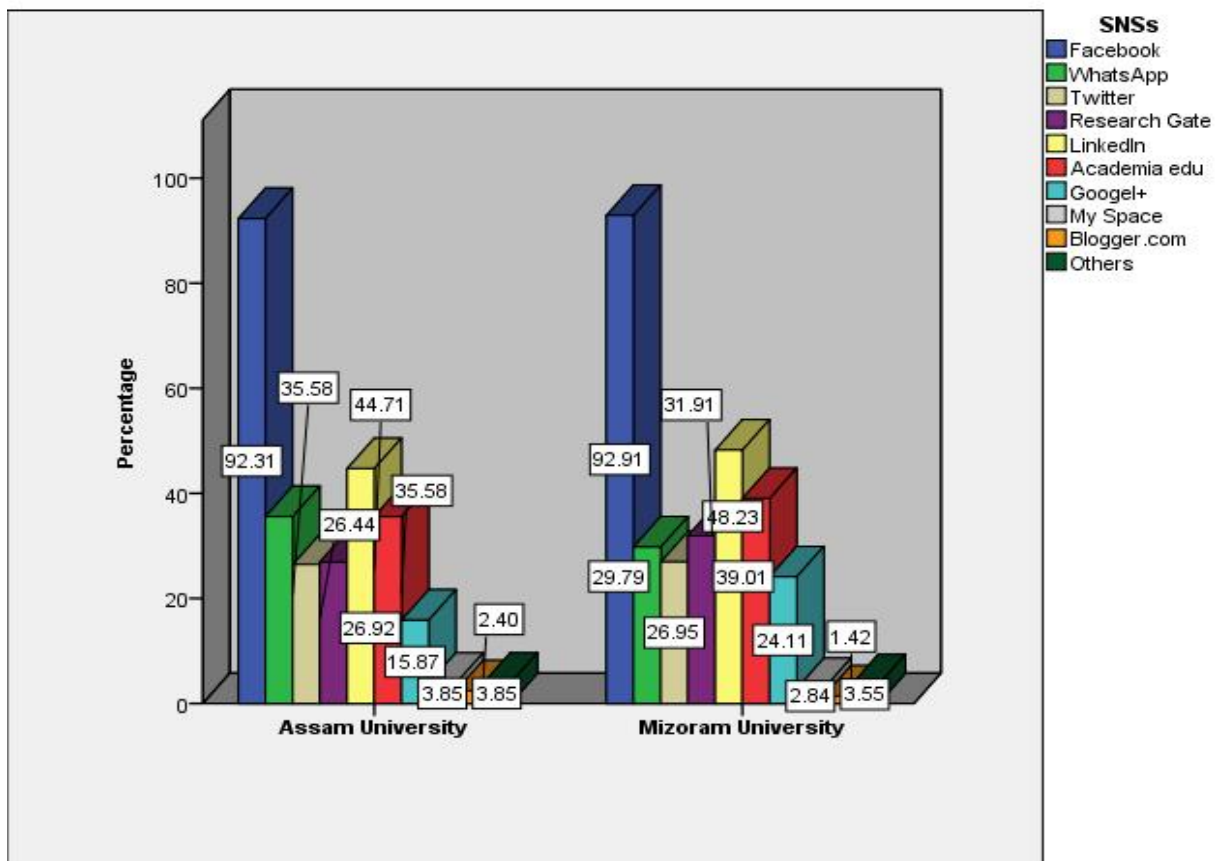
Table 12 presents the data regarding commonly accessed SNSs by the faculty members of Assam University and Mizoram University. It indicates that in the Assam University, 92.31% of respondents are accessing Facebook where as 35.58% of respondents are accessing WhatsApp, 26.44% of respondents are using Twitter, 26.92% of respondents are using Research Gate, 44.71% of respondents are using LinkedIn, 35.58% of respondents are using Academia edu, 15.87% of respondents are using Google+, 3.85% of respondents are using Myspace, 2.40% of respondents are using Blogger.com and 3.85% of respondents are using other SNSs like HI5, YouTube, Bebo etc. Further at Mizoram University, 92.91% of respondents are accessing Facebook, 29.79% of respondents are accessing WhatsApp, 26.95% of respondents are using Twitter, 31.91% of respondents are using Research Gate, 48.23% of respondents are accessing LinkedIn, 39.01% of respondents are accessing Academia edu, 24.11% of respondents are using Google+, 2.84% of respondents are using Myspace, 1.42% of respondents are using Blogger.com and 3.55% of respondents are using others social networking sites like Bebo, LisLink, HI5, YouTube etc. (Figure 12).

#### 4. T12: Commonly Accessed SNSs by the Faculty Members

Social Networking Sites	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Facebook	192	92.31	131	92.91
WhatsApp	74	35.58	42	29.79
Twitter	55	26.44	38	26.95
Research Gate	56	26.92	45	31.91
LinkedIn	93	44.71	68	48.23
Academia Edu	74	35.58	55	39.01
Google+	33	15.87	34	24.11
My Space	8	3.85	4	2.84
Blogger.com	5	2.40	2	1.42
Others	8	3.85	5	3.55

(Source: Primary data)

#### 4. F12 Commonly Accessed SNSs by the Faculty Members



#### 4.2.13 Tools for Accessing SNSs by the Faculty Members

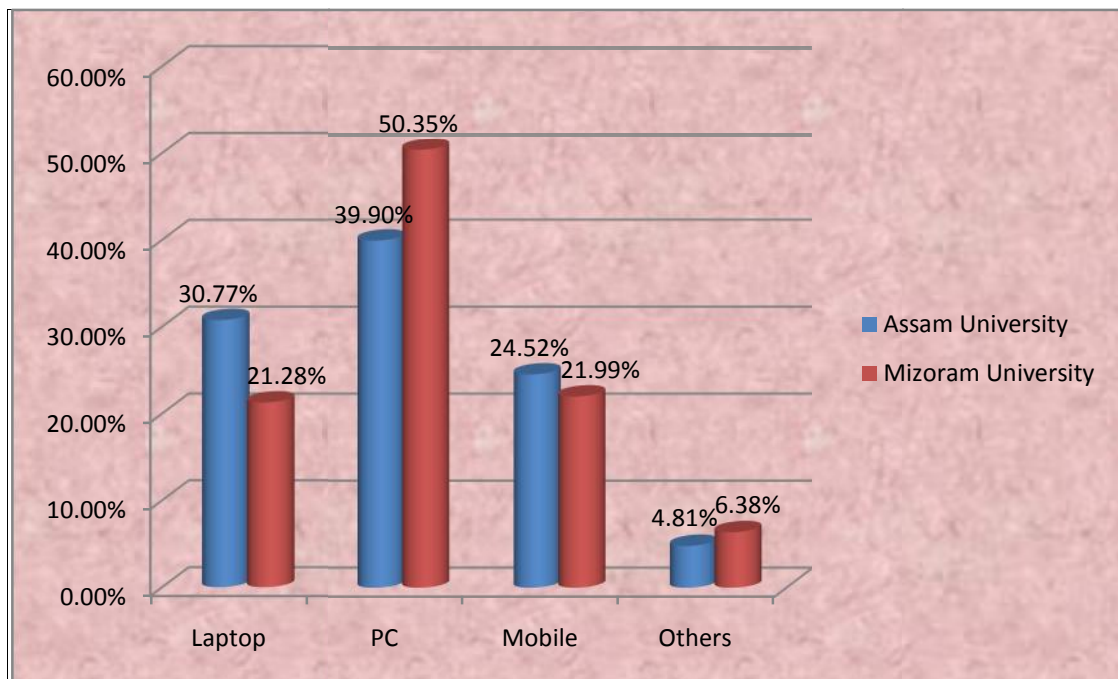
Table 13 depicts the tools that are being used for accessing SNSs by the Faculty members at Assam University and Mizoram University. It shows that 30.77% of respondents use Laptop for accessing such sites, while 39.90% of respondents use Personal computers, 24.52% of respondents are using Mobile as a tool for accessing SNSs and 4.81% respondents use others tools like Palmtop, Tablets etc. at Assam University. Further, it indicates that 21.28% of respondents use Laptop for accessing such sites, most of the faculty members i.e. 50.35% are using Personal computer as a tool, 21.99% of respondents use mobile for the same and 6.38% of respondents are using other tools like Palmtop Tablet etc. for accessing these sites at Mizoram University (Figure 13).

**4. T13: Tools for Accessing SNSs by the Faculty Members**

Tools	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Laptop	64	30.77	30	21.28
PC.	83	39.90	71	50.35
Mobile	51	24.52	31	21.99
Others	10	4.81	9	6.38
Total	208	100	141	100

(Source: Primary data)

**4. F13: Tools for Accessing SNSs by the Faculty Members**





#### 4.2.14 Place of Accessing SNSs by the Faculty Members

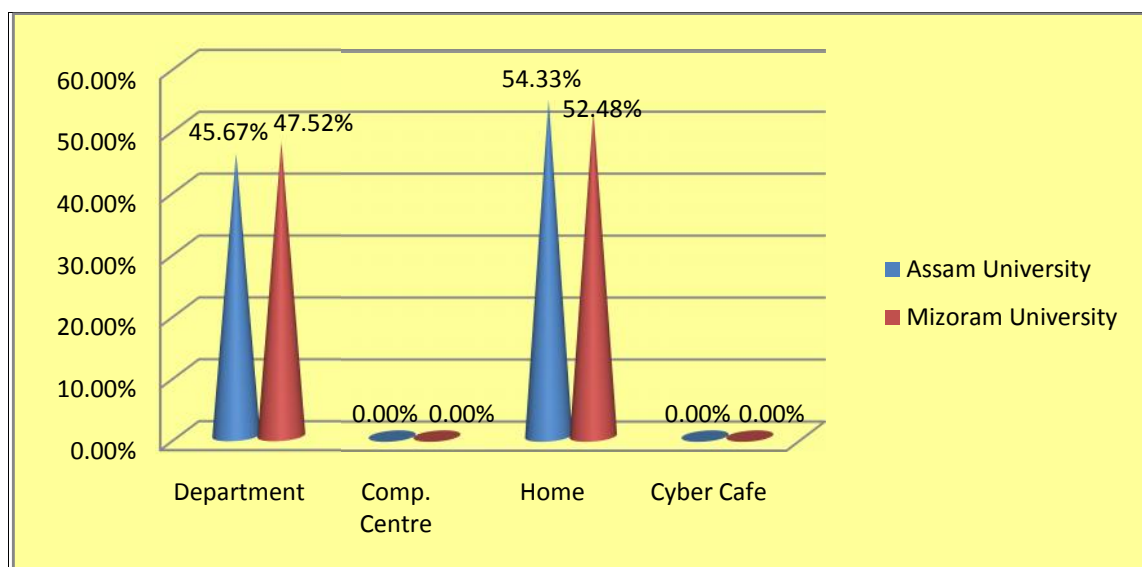
Table 14 indicates the Places where Faculty members are accessing SNSs at Assam University and Mizoram University. It shows that 45.67% of respondents accessing SNSs at their concern department, whereas most of the respondents i.e. 54.33% of respondents access it at their home and no faculty members are accessing these sites at computer centre and cyber cafe in Assam University. Further, it depicts that 47.52% of respondents accessing such sites at their departments, while 52.48% of respondents access it at their home and no faculty members are accessing these sites at computer centre and cyber cafe in Mizoram University (Figure 14).

**4. T14: Place of Accessing SNSs by the Faculty Members**

Place of Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Department	95	45.67	67	47.52
Computer Centre	0	0.0	0	0.0
Hostel/Home	113	54.33	74	52.48
Cyber Cafe	0	0.0	0	0.0
Total	208	100	141	100

(Source: Primary Data)

**4. F14: Place of Accessing SNSs by the Faculty Members**



#### 4.2.15 Frequency of Accessing SNSs by the Faculty Members

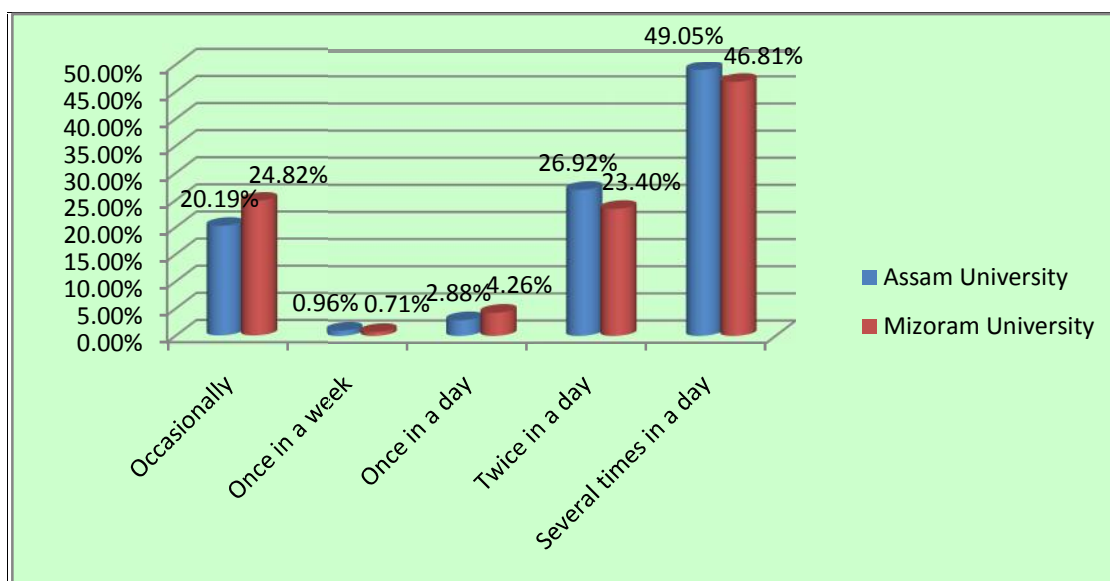
Table 15 indicates the frequency of accessing SNSs at Assam University and Mizoram University. It shows that 20.19% of respondents access occasionally, whereas 0.96% of respondents access it once in a week, 2.88% of respondents access such sites once in a day, 26.92% of respondents access SNSs twice in a day and 49.05% of respondents access these SNSs several times in a day at Assam University. Further, it shows that 24.82% of respondents access SNSs occasionally, whereas 0.71% of respondents access it once in a week, 4.26% of respondents' access once in a day, 23.40% of respondents access it twice in a day and 46.81% of respondents access these sites several times in a day at Mizoram University (Figure 15).

**4. T15: Frequency of Accessing SNSs by the Faculty Members**

Frequency of Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Occasionally	42	20.19	35	24.82
Once in a week	2	.96	1	0.71
Once in a day	6	2.88	6	4.26
Twice in a day	56	26.92	33	23.40
Several times in a day	102	49.05	66	46.81
Total	208	100	141	100

(Source: Primary Data)

**4. F15: Frequency of Accessing SNSs by the Faculty Members**



#### 4.2.16 Gender Wise Frequency of Accessing SNSs by the Faculty Members

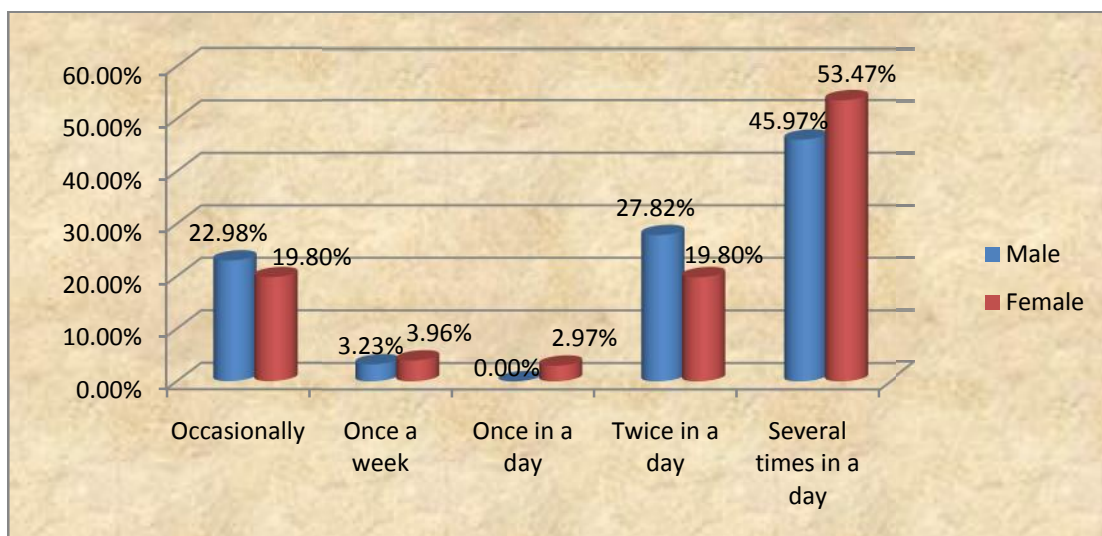
Table 16 indicates the gender wise frequency of accessing SNSs by the faculty members of both the Universities. It shows that 22.98% of male faculty members access SNSs occasionally, whereas 3.23% of male respondents access it once in a week, 27.82% of male respondents access SNSs twice in a day and 45.97% of male faculty members' access the SNSs several times in a day. Further, it shows that 19.80% of female faculty members access SNSs occasionally, whereas 3.96% of female respondents access it once in a week, 2.97% of female respondents' access once in a day, 19.80% of female respondents access it twice in a day and 53.47% of female faculty members access social networking sites several times in a day (Figure 16).

#### 4. T16: Gender Wise Frequency of Accessing SNSs by the Faculty Members

Frequency of Accessing SNSs	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Occasionally	57	22.98	20	19.80
Once a week	8	3.23	4	3.96
Once in a day	0	0	3	2.97
Twice in a day	69	27.82	20	19.80
Several times in a day	114	45.97	54	53.47
Total	248	100	101	100

(Source: Primary Data)

#### 4. F16: Gender Wise Frequency of Accessing SNSs by the Faculty Members



#### 4.2.17 Duration of Accessing SNSs by the Faculty Members

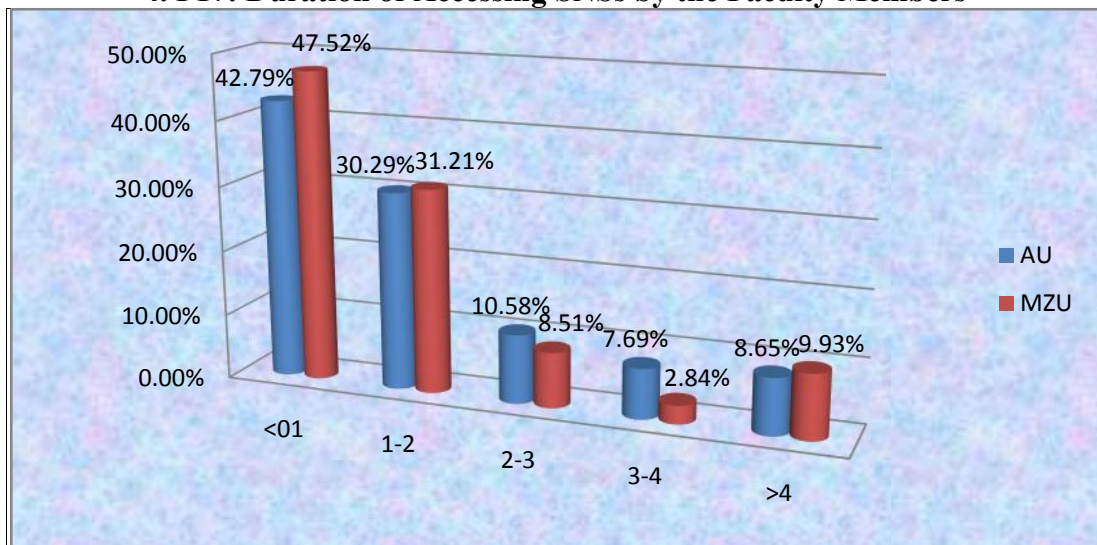
Table 17 presents the duration which are being spend for accessing SNSs by the faculty members at Assam University and Mizoram University. It shows that 42.79% of respondents spend less than one hour per day, whereas 30.29% of respondents spend 1-2 hours in a day, 10.58% of respondents spend 2-3 hours per day, 7.89% of respondents spend 3-4 hours a day and 8.65% of respondents access these SNSs more than 4 hours per day in Assam University. Further, it indicates that 47.52% of respondents spend less than one hour per day for accessing SNSs, whereas 31.21% of respondents spend 1-2 hour in a day, 8.51% of respondents spend 2-3 hours in a day, 2.84% of respondents spend 3-4 hours in a day and 9.92% of respondents spend more than 4 hours in a day for accessing such sites at Mizoram University (Figure 17).

#### 4. T17: Duration of Accessing SNSs by the Faculty Members

Duration of Accessing SNSs per day (Hours)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<01	89	42.79	67	47.52
1-2	63	30.29	44	31.21
2-3	22	10.58	12	8.51
3-4	16	7.69	4	2.84
>4	18	8.65	14	9.93
Total	208	100	141	100

(Source: Primary Data)

#### 4. F17: Duration of Accessing SNSs by the Faculty Members



(AU=Assam University, MZU=Mizoram University)

#### 4.2.18 Designation wise Duration of Accessing SNSs by the Faculty Members

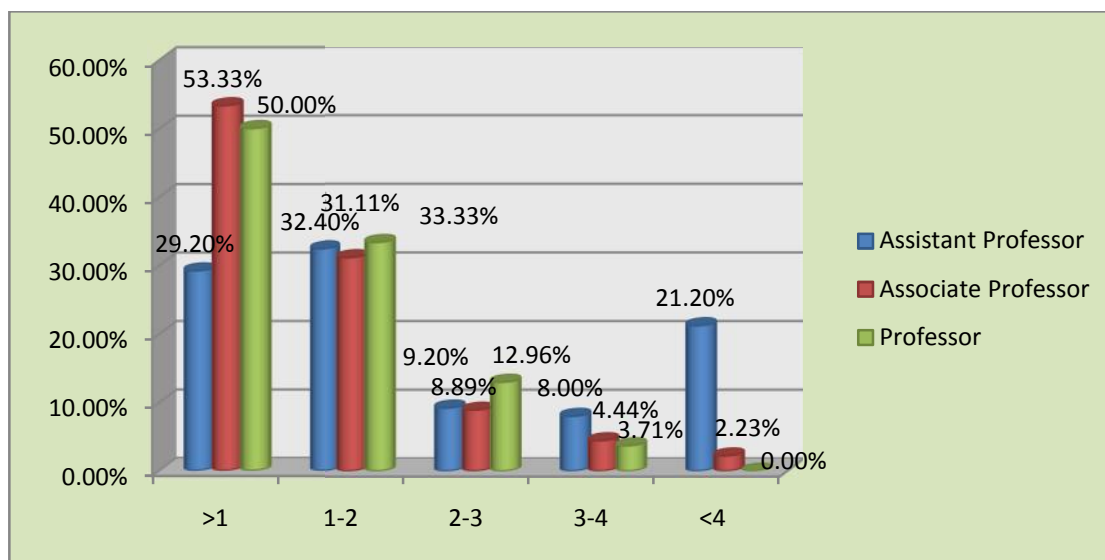
Table 18 presents the data regarding designation wise duration which are being spent for accessing SNSs by the faculty members. It shows that 29.20% of Assistant professor spend less than one hour per day on SNSs, whereas 32.40% of Assistant. professor spend 1-2 hours in a day, 9.20% of Assistant professor spend 2-3 hours per day, 8.00% of Assistant professor spend 3-4 hours a day and 21.20% of Assistant professor access these SNSs more than 4 hours per day. Further, it indicates that 53.31% of Associate professor spend less than one hour per day for accessing SNSs, whereas 33.11% of Associate professor spend 1-2 hour in a day, 8.89% of Associate professor spend 2-3 hours in a day, 4.44% of Associate professor spend 3-4 hours in a day and 2.23% of Associate professor spend more than 4 hours in a day for accessing such sites. Further 50.00% of Professor spend less than 01 hour on SNSs in a day, whereas 33.33% of Professor spend 1-2 hours in a day, 12.96% of Professor spend in between 2-3 hours and 3.17% of professor spend 3-4 hours in a day for accessing SNSs (Figure 18).

**4. T18: Designation Wise Duration of Accessing SNSs by the Faculty Members**

Duration of Accessing SNSs per day (Hours)	Assistant Prof.	Associate Prof.	Professor
	Percentage	Percentage	Percentage
<01	29.20	53.31	50.00
1-2	32.40	33.11	33.33
2-3	9.20	8.89	12.96
3-4	8.00	4.44	3.71
>4	21.20	2.23	0
Total	100	100	100

(Source: Primary Data)

#### 4. F18: Designation Wise Duration of Accessing SNSs by the Faculty Members



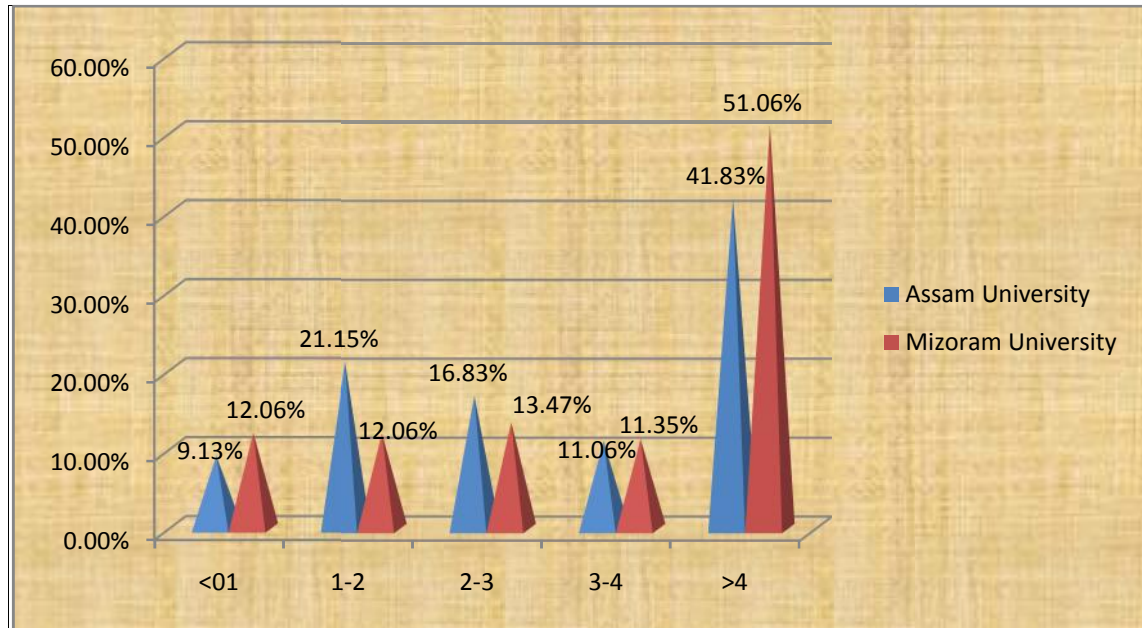
#### 4.2.19 Period since Using SNSs by the Faculty Members

Table 19 shows the period since faculty members are accessing SNSs at Assam University and Mizoram University. It indicates that 9.13% of respondents accessing these sites since less than one year, whereas 21.15% of respondents accessing it since 1-2 years, 16.83% of respondents are accessing SNSs since 2-3 years, 11.06% of respondents accessing these SNSs from last 3-4 years and 41.83% of respondents are accessing such sites from more than 04 years in Assam University. Further, it indicates that 12.06% of respondents access SNSs since less than one year, whereas 12.06% of respondents are accessing it from 1-2 years, 13.47% of respondents are accessing it from last 2-3 years, 11.35% of respondents are accessing from 3-4 years and 51.06% of respondents are accessing such sites from more than 4 years at Mizoram University (Figure 19).

#### 4. T19: Period since Using SNSs by the Faculty Members

Period from Accessing SNSs (Years)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<01	19	9.13	17	12.06
1-2	44	21.15	17	12.06
2-3	35	16.83	19	13.47
3-4	23	11.06	16	11.35
>4	87	41.83	72	51.06
Total	208	100	141	100

#### 4. F19: Period since Using SNSs by the Faculty Members



#### 4.2.20 Purpose of Accessing SNSs by the Faculty Members

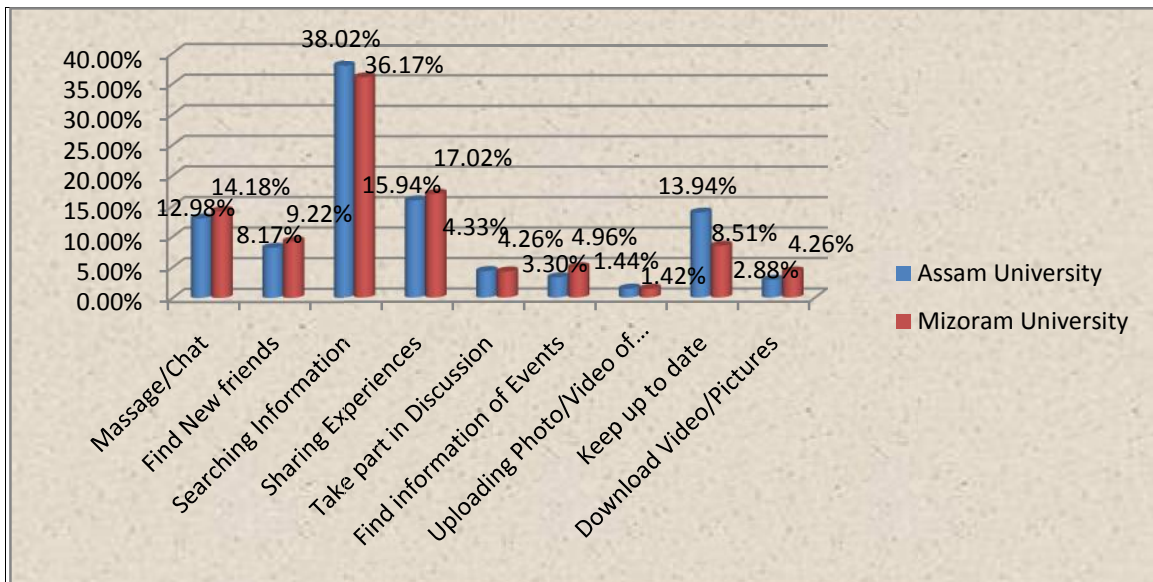
Table 20 reveals that in Assam University, 12.98% of faculty members are accessing SNSs for Messaging/Chatting, whereas 8.17% of respondents access it for find new friends, 37.02% of respondents use it to find out the relevant information, 15.87% of respondents access these sites to share the experiences, 4.33% of respondents access such sites to take part in active discussions, 3.37% of respondents access it to find information for events like workshop, seminars conferences etc. 1.44% of respondents access these sites to upload videos and photos of events like seminar, conferences etc., 13.94% of respondents access such sites to keep themselves up-to-date and 2.88% of respondents use it for downloading the photo and videos. Whereas in Mizoram University 14.18% of faculty members access SNSs for Messaging/Chatting, whereas 9.22% of respondents access it to find new friends, 36.17% of respondents use it to find out the relevant information, 17.02% of respondents access them to share their experiences, 4.26% of respondents access it to take part in active discussions, 4.96% of respondents access it to find information for events like workshop, seminars, conferences etc. 1.42% of respondents access these sites to upload videos and photos of events like seminar, conferences etc., 8.51% of respondents access such sites to keep themselves up-to-date and 4.26% of respondents use it for downloading the photo and videos from SNSs (Figure 20).

#### 4. T20: Purpose of Accessing SNSs by the Faculty Members

Purposes for Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Message/Chat	27	12.98	20	14.18
Find New friends	17	8.17	13	9.22
Searching Information	77	37.02	51	36.17
Sharing Experiences	33	15.87	24	17.02
Take part in Discussion	9	4.33	6	4.26
Find information of Events	7	3.37	7	4.96
Uploading Photo/Video	3	1.44	2	1.42
Keep up to date	29	13.94	12	8.51
Download Video/Pictures	6	2.88	6	4.26
Total	208	100	141	100

(Source: Primary data)

#### 4. F20: Purposes of Accessing SNSs by the Faculty Members



#### 4.2.21 Friends/contacts on SNSs of the Faculty Members

Table 21 indicates the number of friends/contacts of the faculty members on social networking sites. In Assam University, 19.23% of respondents having less than 25 friends/contacts on SNSs, whereas 10.58% of respondents have in-between 26-49



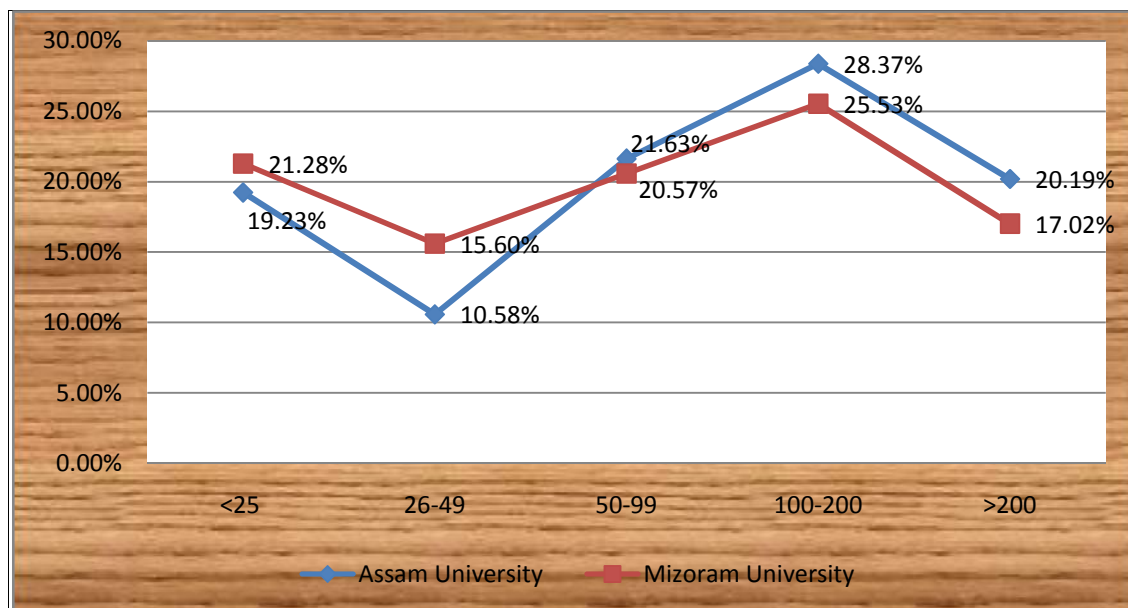
friends/contacts on these sites, 21.63% of respondents have friends/contacts on it in between 50 and 99, 28.37% of respondents having in between 100 to 200 friends/contacts on these sites and 20.19% of the respondents having more than 200 friends/contacts on SNSs. Whereas in Mizoram University, 21.28% of respondents have less than 25 friends/contacts on SNSs, 15.60% of respondents have in between 26-49 friend/contacts, 20.57% of respondents having friends/contacts in between 50-99, 25.53% of respondents have in between 100 to 200 friends/contacts on such sites and 17.02% of respondents have more than 200 friends/contacts on social networking sites (Figure 21).

#### 4. T21: Numbers of Friends/Contacts on SNSs by the Faculty Members

Friends/contacts on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<25	40	19.23	30	21.28
26-49	22	10.58	22	15.60
50-99	45	21.63	29	20.57
100-200	59	28.37	36	25.53
>200	42	20.19	24	17.02
Total	208	100	141	100

(Source: Primary data)

#### 4. F21: No. of Friends/Contacts on SNSs by the Faculty Members



#### 4.2.22 Gender wise Friends/Contacts on SNSs of the Faculty Members

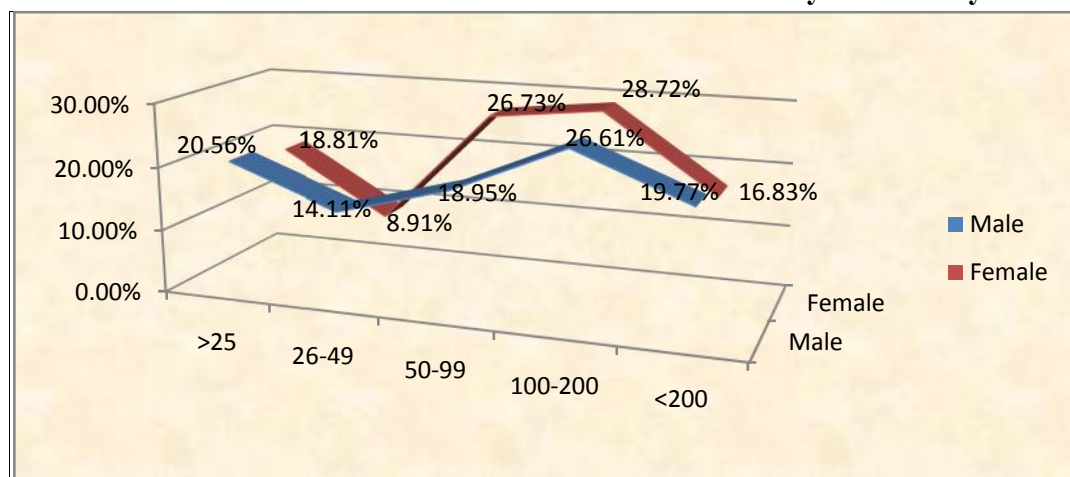
Table 22 indicates the gender wise number of friends/contacts of the faculty members on social networking sites. It shows that 20.56% of male faculty members having less than 25 friends/contacts on SNSs, whereas 14.11% of male faculty members have in-between 26-49 friends/contacts on these sites, 18.95% of male respondents have 50-99 friends/contacts on it, 26.61% of male respondents having in between 100 to 200 friends/contacts on these sites and 19.77% of the male faculty members having more than 200 friends/contacts on SNSs. Further, 18.81% of female faculty members have less than 25 friends/contacts on SNSs, whereas 8.91% of female respondents have in between 26-49 friends/contacts, 26.73% of female respondents have 50-99 friends/contacts on SNSs, whereas 28.72% of female respondents have 100-200 friends/contacts and 16.83% of female faculty members have more than 200 friends/contacts on SNSs (Figure 22).

#### 4. T22: Gender Wise Numbers of Friends/Contacts on SNSs by the Faculty Members

Friends/contacts on SNSs	Male		Female	
	Frequency	Percentage	Frequency	Percentage
<25	51	20.56	19	18.81
26-49	35	14.11	9	8.91
50-99	47	18.95	27	26.73
100-200	66	26.61	29	28.72
>200	49	19.77	17	16.83
Total	208	100	101	100

(Source: Primary Data)

#### 4. F22: Gender Wise Numbers of Friends/Contacts on SNSs by the Faculty Members



#### 4.2.23 Preferable Timing of Accessing SNSs by the Faculty Members

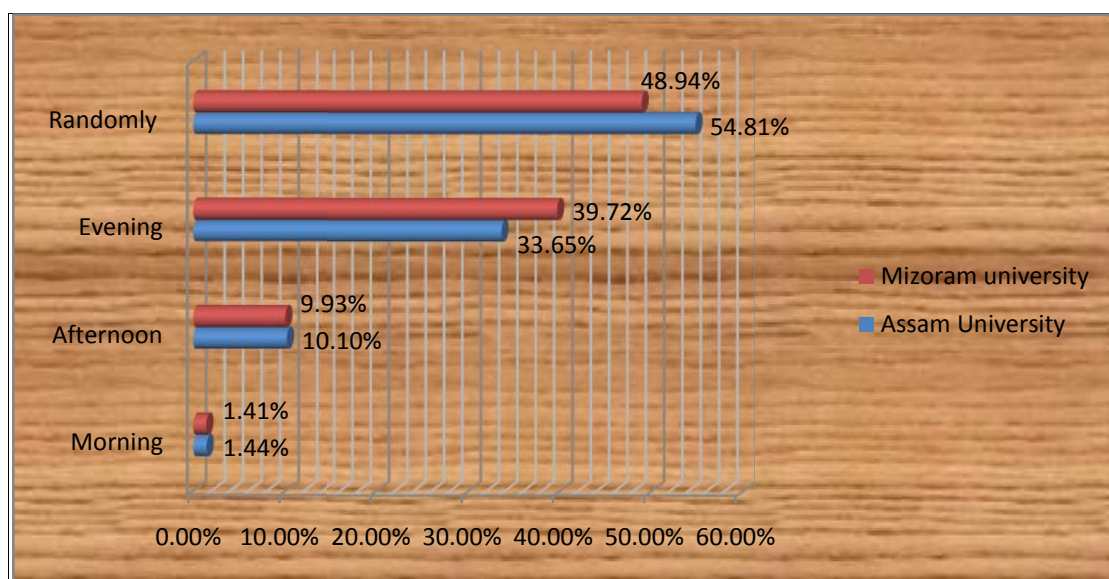
Table 23 presents the preferable timing for accessing social networking sites by the faculty members of both the Universities. It indicates that in Assam University, 1.44% of respondents accessing these sites in morning time, whereas 10.10% of respondents access SNSs in the afternoon, 33.65% of respondents prefer to access it in the evening time and most of the respondents i.e. 54.81% are accessing such SNSs randomly. Whereas in Mizoram University 1.41% of respondents accessing it in the morning time, where 9.93% of respondents accessing in the afternoon, 39.72% of respondents access these sites in the evening and maximum number of respondents i.e. 48.94% are accessing such sites randomly for information communication (Figure 23).

**4. T23: Preferable Timing of Accessing SNSs by the Faculty Members**

Preferable Timing of Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Morning	3	1.44	2	1.41
Afternoon	21	10.10	14	9.93
Evening	70	33.65	56	39.72
Randomly	114	54.81	69	48.94
Total	208	100	141	100

(Source: Primary data)

**4. F23: Preferable Timing of Accessing SNSs by the Faculty Members**



#### 4.2.24 Easiness with SNSs by the Faculty Members

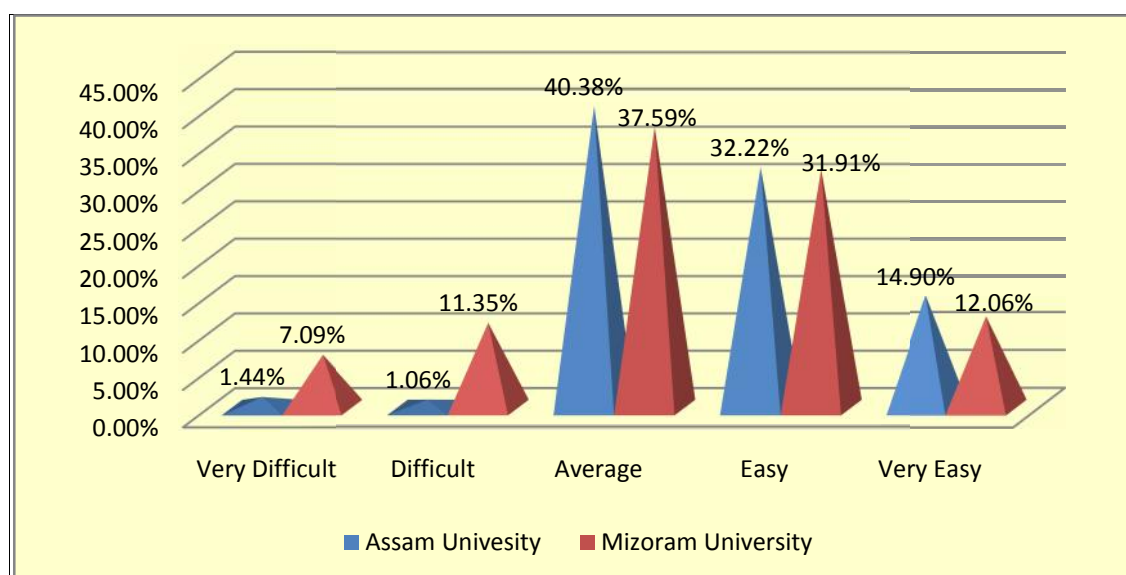
Table 24 Indicates the flexibility/easiness of SNSs being accessed by the faculty members which shows that in Assam University 1.44% of respondents feel very difficult while accessing these sites, whereas 11.06% of respondents feel difficult to use, where most of the faculty members i.e. 40.38% feel average (not difficult/not easy) while accessing. 32.22% of respondents feel easy to access and 14.90% of respondents feel very easy to access such sites. Further in Mizoram University, 7.09% of respondents feel very difficult to access, 11.35% of respondents find it difficult while access. 37.59% of respondents find average to access these sites, whereas 31.91% of respondents find easy to access and 12.06% of respondents find SNSs very easy while accessing (Figure 24).

**4. T24: Easiness with SNSs by the Faculty Members**

Easiness with SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Very Difficult	3	1.44	10	7.09
Difficult	23	11.06	16	11.35
Average	84	40.38	53	37.59
Easy	67	32.22	45	31.91
Very Easy	31	14.90	17	12.06
Total	208	100	141	100

(Source: Primary data)

**4. F24: Easiness with SNSs by the Faculty Members**



#### 4.2.25 Nature of Membership/friendship on SNSs of the Faculty Members

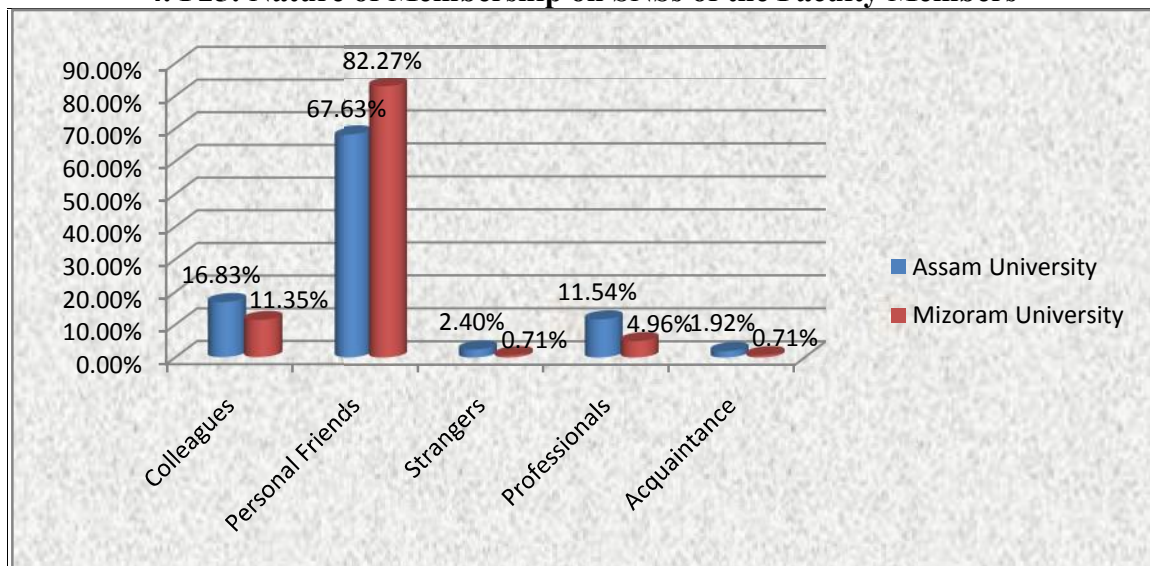
Table 25 shows the nature of membership/friendship of the faculty members on SNSs. This indicates that in Assam University, 16.83% of respondents have friendship with their colleagues, most of the respondents i.e. 67.31% have contact with their personal friends, 2.40% of respondents have friendship with strangers, 11.54% of respondents have membership with professionals and 1.92% of respondents have contacts with acquaintance on these sites. Whereas in Mizoram University, 11.35% of respondents have membership with their colleagues, 82.27% of respondents have membership with their personal friends on such sites, 0.71% of respondents have contact with strangers, whereas 4.96% of respondents having membership with professionals in their respective fields and 0.71% of respondents have contact with acquaintance on SNSs (Figure 25).

**4. T25: Nature of Membership on SNSs of the Faculty Members**

Nature of Membership	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Colleagues	35	16.83	16	11.35
Personal Friends	140	67.31	116	82.27
Strangers	5	2.40	1	0.71
Professionals	24	11.54	7	4.96
Acquaintance	4	1.92	1	0.71
Total	208	100	141	100

(Source: Primary data)

**4. F25: Nature of Membership on SNSs of the Faculty Members**



#### 4.2.26 Satisfaction Level on SNSs by the Faculty Members

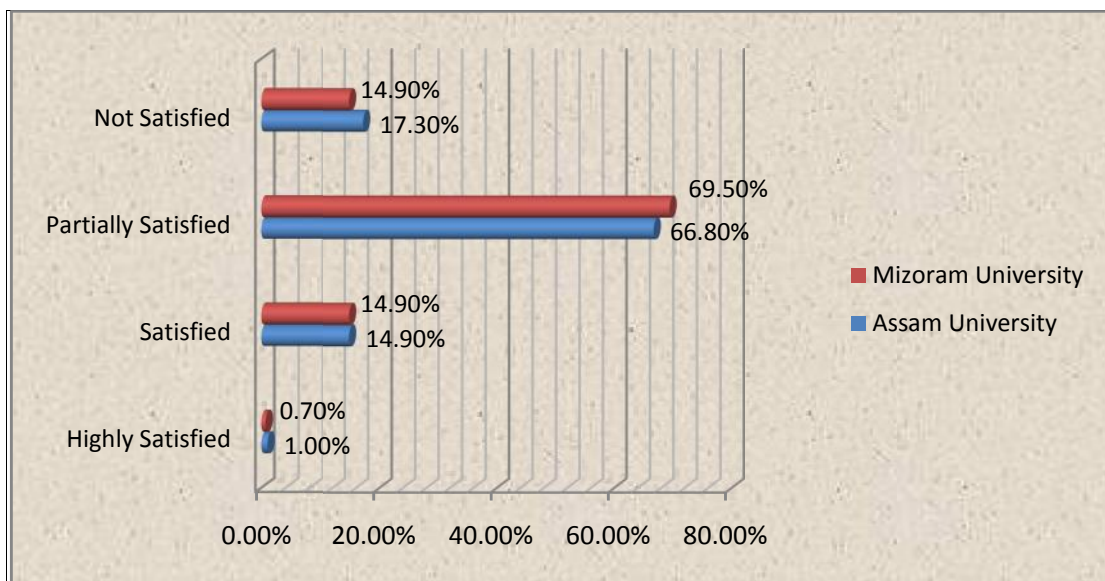
Table 26 shows the satisfaction level on social networking sites by the faculty members of both the Universities. It indicates that at Assam University 0.96% of respondents are highly satisfied from SNSs, whereas 14.90% of respondents are satisfied, where most of the respondents i.e. 66.83% are partially satisfied and 17.31% of respondents are not satisfied about the features and services provided by the social networking sites. Whereas in Mizoram University 0.71% of respondent are highly satisfied with SNSs, 14.89% of respondents are satisfied, 69.51% of respondents are partially satisfied and 14.89% of respondents are not satisfied from the features and services provided by the social networking sites (Figure 26).

**4. T26: Satisfaction level on SNSs by the Faculty Members**

Satisfaction Level on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Highly Satisfied	2	0.96	1	0.71
Satisfied	31	14.90	21	14.89
Partially Satisfied	139	66.83	98	69.51
Not Satisfied	36	17.31	21	14.89
Total	208	100	141	100

(Source: Primary data)

**4. F26: Satisfaction Level on SNSs by the Faculty Members**



#### 4.2.27 Privacy on SNSs of the Faculty Members

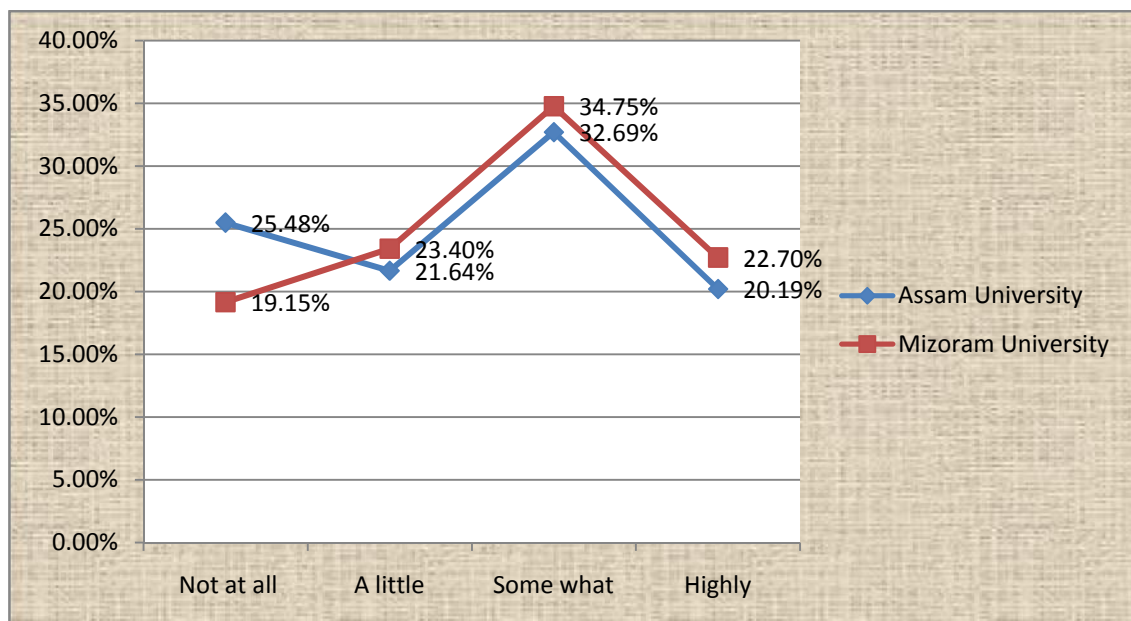
Table 27 presents the data related to the privacy of information submitted by the faculty members on social networking sites. It indicates that in Assam University, 25.48% of respondents believe that no privacy is there on SNSs, whereas 21.64% of respondents feel that a little privacy is there, 32.69% of respondents believe that somehow it has privacy, and 20.19% of respondents says that it has highly secure for user’s privacy. Further in Mizoram University, 19.15% of respondents think that it has no privacy, whereas 23.40% of respondents feel that it has some privacy, whereas most of the respondents i.e. 34.75% believe that somehow it has privacy and 22.70% of respondents believe that it has high privacy on their information submitted on SNSs (Figure 27).

**4. T27: Privacy on SNSs of the Faculty Members**

Privacy on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not at all	53	25.48	27	19.15
A little	45	21.64	33	23.40
Some what	68	32.69	49	34.75
Highly	42	20.19	32	22.70
Total	208	100	141	100

(Source: Primary data)

**4. F27: Privacy on SNSs of the Faculty Members**



#### 4.2.28 Reliability of information Access by Faculty Members on SNSs

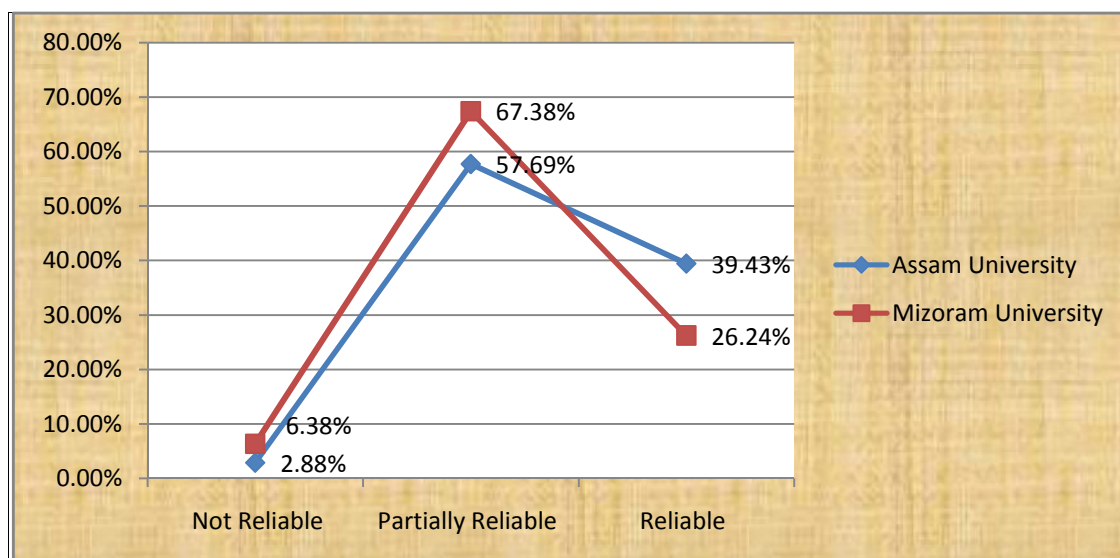
Table 28 presents the reliability of information available on SNSs. It shows that at Assam University 2.88% of faculty members believe that the information available on social networking sites are not reliable, whereas most of the respondents i.e. 57.69% think that information available on SNSs are partially reliable, 39.43% of respondents feel that information available on these sites are reliable. Further at Mizoram University, 6.38% of the faculty members believe that the information available on SNSs are not reliable, whereas 67.38% of respondents feel that information available on SNSs are partially reliable and 26.24% of the faculty members says that information available on SNSs are reliable (Figure 28).

**4. T28: Reliability of Information on SNSs**

Reliability of information on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not Reliable	6	2.88	9	6.38
Partially reliable	120	57.69	95	67.38
Reliable	82	39.43	37	26.24
Total	208	100	141	100

(Source: Primary data)

**4. F28: Reliability of Information on SNSs**





#### 4.2.29 Impact of SNSs on Personal/Professional life of the Faculty Members

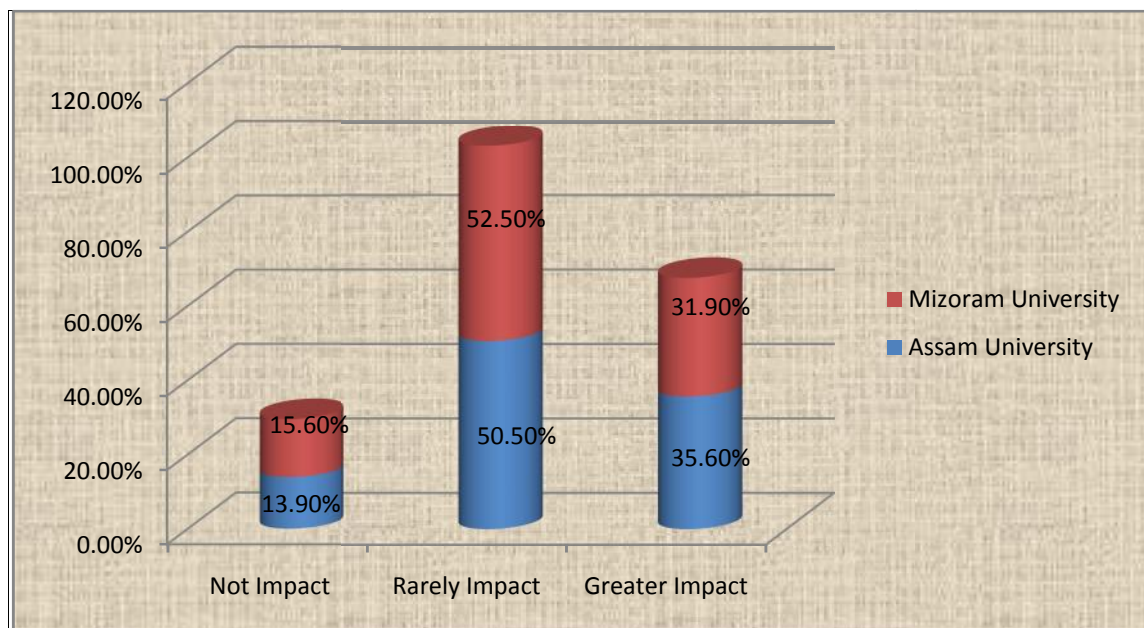
Table 29 presents the data related to the impact of SNSs on faculty member’s personal and professional life. This indicates that in Assam University, 13.94% of respondents believe that it has no impact on their personal and professional life, whereas most of the respondents i.e. 50.48% feel that it rarely impacts on their personal and professional life and 35.58% respondents say that it has greater impact on their personal and professional life. Further in Mizoram University, 15.60% of respondents think that it has no impact, whereas most of the respondents i.e. 52.49% feel that it rarely impact and 31.91% of faculty members believe that it has greater impact on their personal and professional life (Figure 29).

**4. T29: Impact of SNSs on the Faculty Members**

Impact of SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not Impact	29	13.94	22	15.60
Rarely Impact	105	50.48	74	52.49
Greater Impact	74	35.58	45	31.91
Total	208	100	141	100

(Source: Primary data)

**4. F29: Impact of SNSs on the Faculty Members**



#### 4.2.30 Problems being faced by the Faculty Members while Accessing SNSs

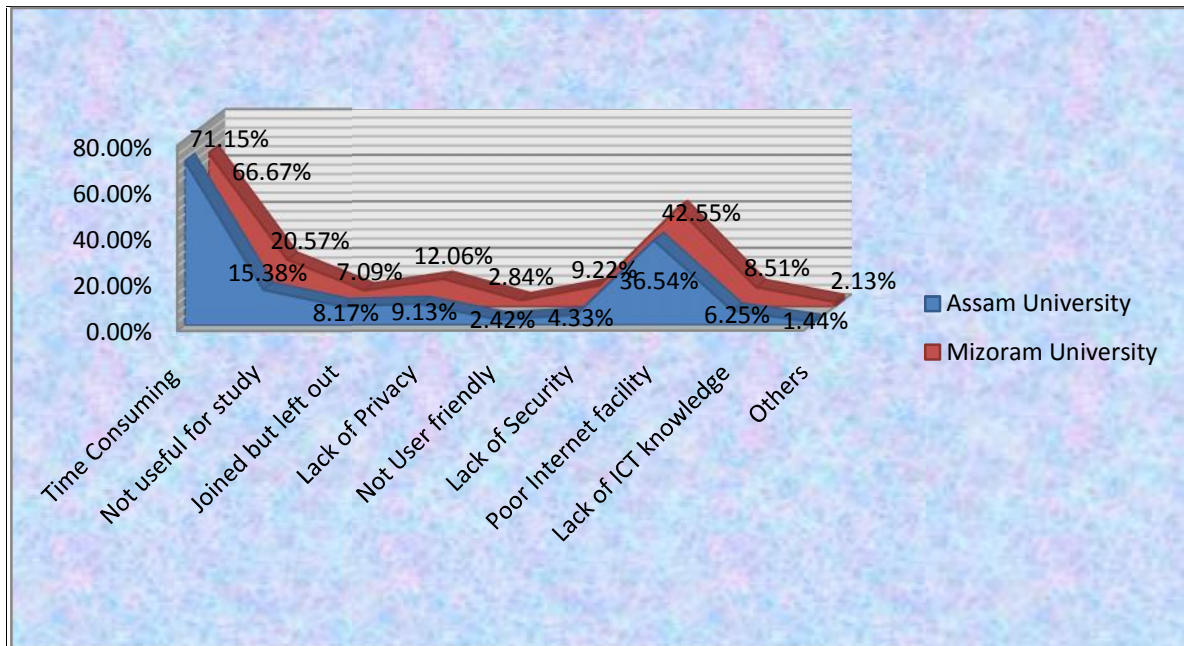
Table 30 indicates various problems/hurdles that have been mentioned by faculty members of Assam University and Mizoram University while accessing SNSs. It shows that in the Assam University, 71.15% of faculty members are facing the shortage of time, whereas 15.38% of respondents are thinking that it is not useful for academic, 8.17% of respondents joined but left-out these sites, 9.13% of respondents are facing problems of privacy, 2.42% of respondents feel that it is not user friendly, 4.33% of respondents find unsecure to use, 36.54% of respondents facing poor internet connectivity, 6.25% of respondents are could not access due to lack of technical knowledge and 1.44% of respondents are facing some other problems like health etc. in using the SNSs. Whereas in Mizoram University, 66.67% of respondents face lack of time for using SNSs, 20.57% of respondents feel that it is not useful in academic, 7.09% of respondents joined but left out, 12.06% of respondents believe that it's leaks their privacy, 2.84% of respondents feel that it is not user friendly, 9.22% of respondents think that it is less secure while accessing, 42.55% of respondents faced poor internet connectivity, 8.51% of respondents have lack of technical knowledge and 2.13% of respondents said that due to health and other problems they could not use social networking sites (Figure 30).

#### 4. T30: Problems in Accessing SNSs by the Faculty Members

Problems in Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Time Consuming	148	71.15	94	66.67
Not useful for research	32	15.38	29	20.57
Joined but left out	17	8.17	10	7.09
Lack of Privacy	19	9.13	17	12.06
Not User friendly	5	2.42	4	2.84
Lack of Security	9	4.33	13	9.22
Poor Internet facility	76	36.54	60	42.55
Lack of ICT knowledge	13	6.25	12	8.51
Others	3	1.44	3	2.13

(Source: Primary data)

#### 4. F30: Problems in Accessing SNSs by the Faculty Members



#### 4.2.31 Login ID on SNSs of the Faculty Members

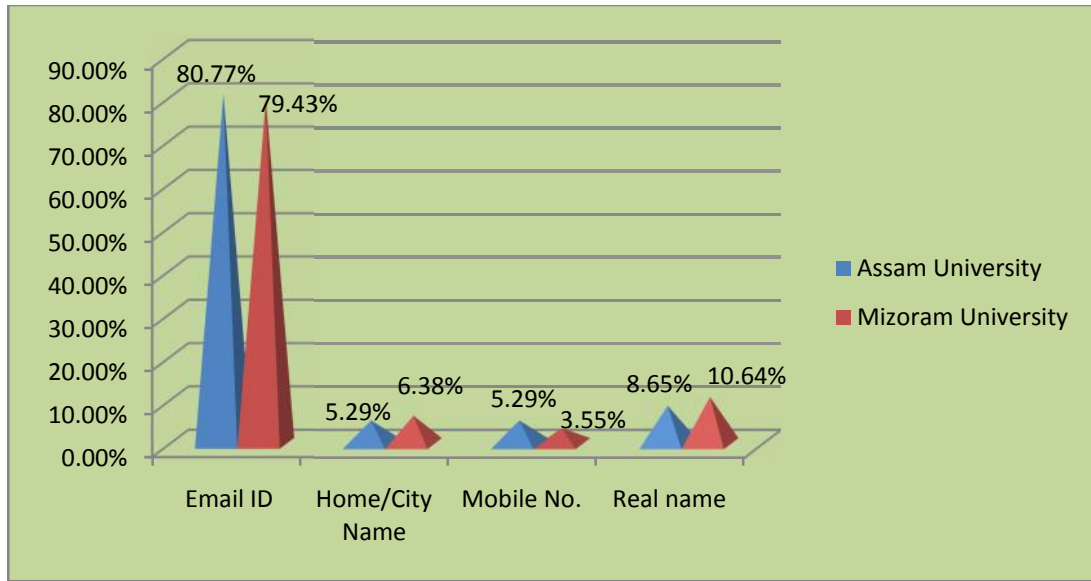
Table 31 presents the data regarding login ID for accessing SNSs by the faculty members which indicates that in Assam University, most of the respondents i.e. 80.77% are logging these sites through their email ID, 5.29% of respondents use their home/city name and mobile no. as well, whereas 8.65% of respondents login SNSs through their real name. Further in Mizoram University, 79.43% of respondents login these sites through their email ID, whereas 6.38% of respondents access it through their home/city name, 3.55% of respondents accessing such sites through their mobile number, and 10.64% of faculty members access SNSs through their real name (Figure 31).

4. T31: Login ID on SNSs of the Faculty Members

Login ID on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Email ID	168	80.77	112	79.43
Home/City Name	11	5.29	9	6.38
Mobile No.	11	5.29	5	3.55
Real name	18	8.65	15	10.64
Total	208	100	141	100

(Source: Primary data)

#### 4. F31: Login ID on SNSs of the Faculty Members



#### 4.2.32 Faculty Members who have been Victims of SNSs Bullying

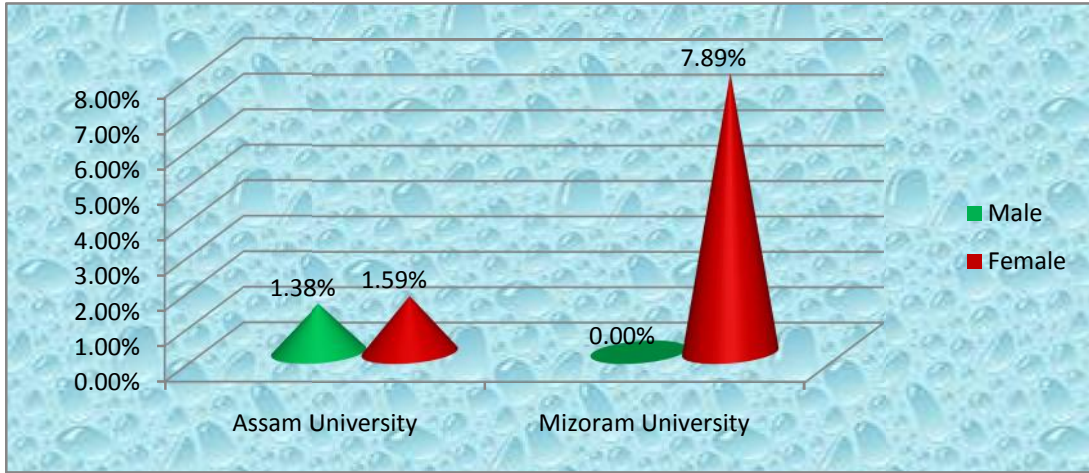
Table 32 indicates the data regarding the disadvantages of the social networking. The finding speaks about the faculty members who have been victims of social networking bullying of both the Universities, which shows that in the Assam University 1.38% of male faculty member became victims of social networking bullying, whereas 1.59% of female faculty members became victim of SNSs bullying. Further in Mizoram University no male faculty members became victim of social networking bullying, whereas 7.89% of female faculty members became victims of social networking bullying (Figure 32).

#### 4. T32: Faculty Members who have been Victims of SNSs Bullying

Gender	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Male	2	1.38	0	0.00
Female	1	1.59	3	7.89
Total	3	2.97	3	7.89

(Source: Primary data)

**4. F32: Faculty Members who have been Victims of Social Networking Bullying**



**4.2.33 Preferred Interaction by the Faculty Members**

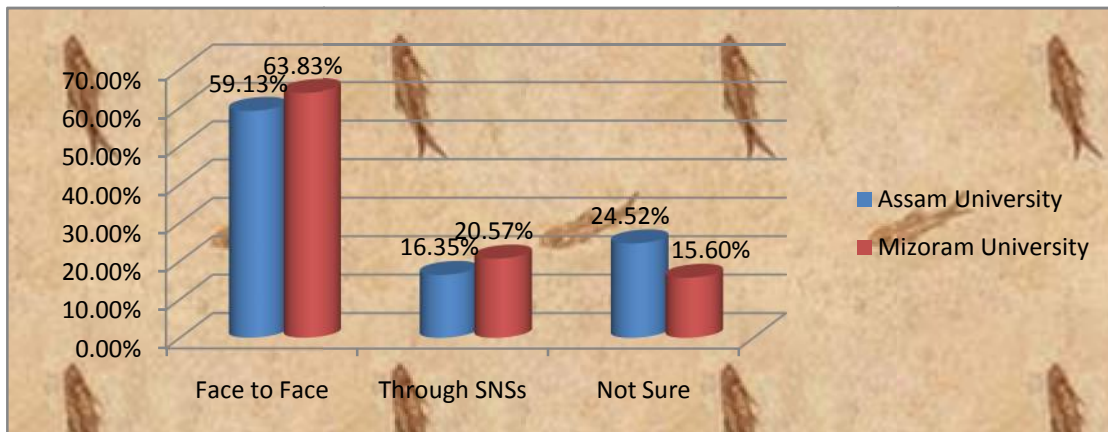
Table 33 indicates that 16.35% of the faculty members of Assam University prefer to do the interaction through social networking sites rather than face to face. Whereas in Mizoram University 20.57% of the faculty members prefer social networking sites for interaction rather than face to face (Figure 33).

**4. T33: Preferred Interaction by the Faculty Members**

Interaction	University			
	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Face to Face	123	59.13	90	63.83
Through SNSs	34	16.35	29	20.57
Not sure	51	24.52	22	15.60
Total-	208	100	141	100

(Source: Primary Data)

**4. F33: Preferred Interaction by the Faculty Members**



#### 4.2.34 Features which should be available on SNSs

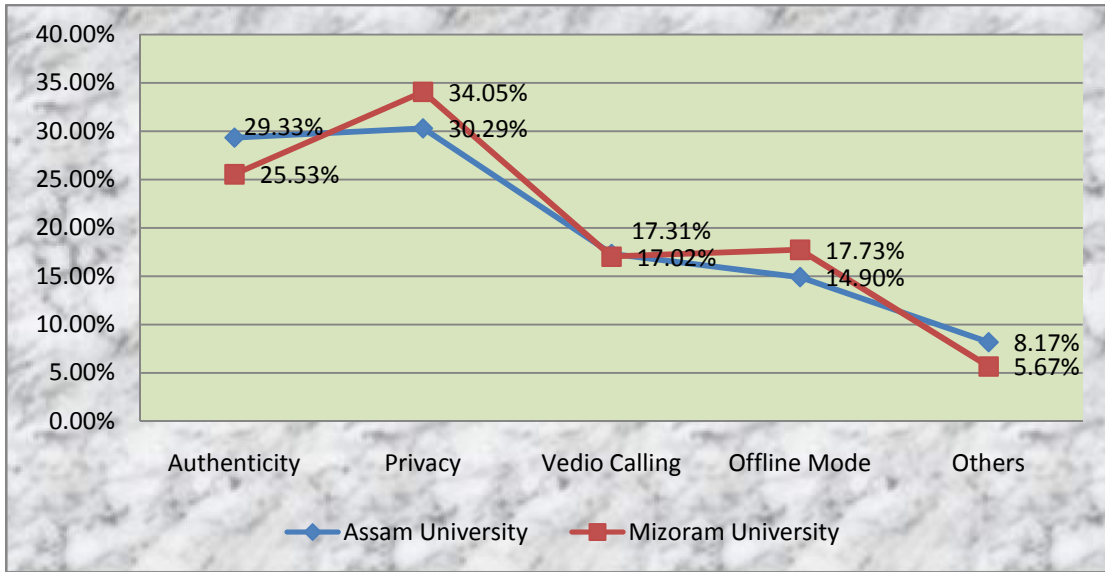
Table 34 presents the features which should be available on SNSs as per the opinion of the faculty members, which indicates that 29.33% of respondents wants that data available on SNSs should be more reliable and authentic, 30.29% of respondents like to see the more privacy on SNSs, whereas 17.31% of respondents want that video calling facility should be provided by SNSs, 14.90% of respondents wants that SNSs should also be accessible in offline mode , 8.17% of respondents have other things like to see journals, study materials and so on at Assam University. Whereas in Mizoram University 25.53% of respondents needs more reliability and authenticity of SNSs, 34.05% of respondents wants more privacy, 17.02% of respondents need video calling features on SNSs, 17.73% of respondents think that SNSs should also be accessible in offline mode, 5.67% of respondents like to see some other features like study materials, access online journals and so on should be available on social networking sites (Figure 34).

**4. T34: Features which should be available on SNSs**

Features most like to see on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Authenticity	61	29.33	36	25.53
Privacy	63	30.29	48	34.05
Video calling	36	17.31	24	17.02
Offline Mode	31	14.90	25	17.73
Others	17	8.17	8	5.67
Total	208	100	141	100

(Source: Primary data)

#### 4. F34: Features which should be available on SNSs



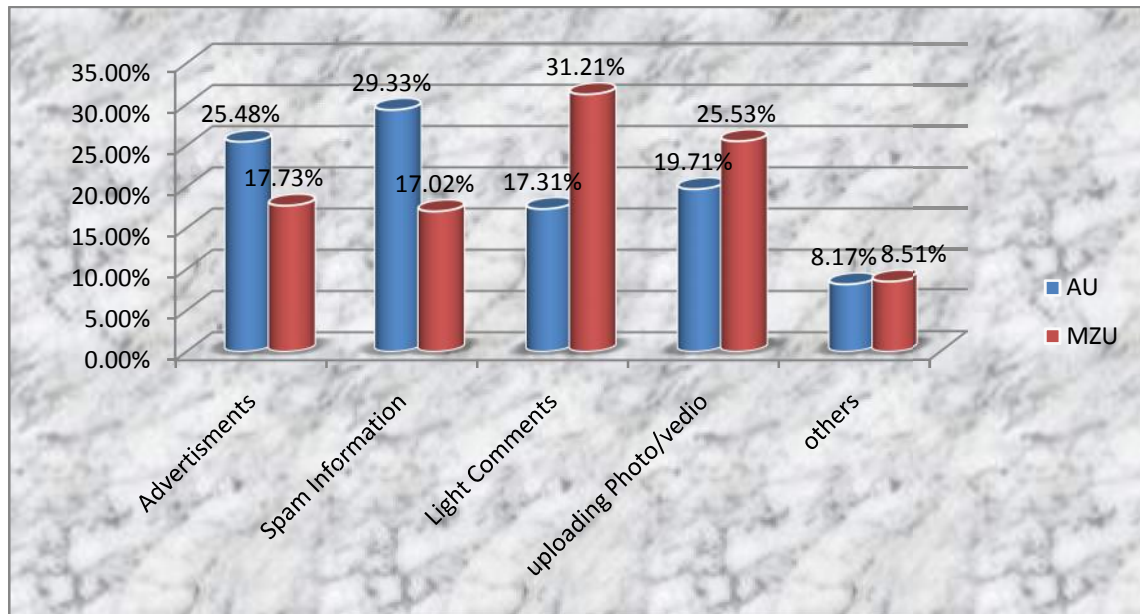
#### 4.2.35 Features most disliked on SNSs by the Faculty Members

Table 35 presents the features which are most disliked by the faculty members on SNSs, which shows that at Assam University 25.48% of respondents dislike the advertisement on SNSs, whereas 29.33% of respondents don't want to see unwanted and spam information, 17.31% of respondents dislike the personal and light comments, whereas 19.71% of respondents dislike to upload the personal photo and videos and 8.17% of respondents dislike others features like bad images, and pictures etc. Further at Mizoram University 17.73% of respondents dislike to see advertisements on SNSs, 17.02% of respondents dislike unwanted information, whereas 31.21% of respondents do not like personal and light comments, 25.53% of respondents dislike to see personal photo and videos on SNSs, whereas 8.51% of respondents dislike other features like unwanted messages, religious post and bad pictures etc. on social networking sites (Figure 35).

#### 4. T35: Features most Disliked on SNSs by the Faculty Members

Features most Disliked on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Advertisement	53	25.48	25	17.73
Spam Information	61	29.33	24	17.02
Light Comments	36	17.31	44	31.21
Uploading Photo/video	41	19.71	36	25.53
Others	17	8.17	12	8.51
Total	208	100	141	100

#### 4. F35: Features most Disliked on SNSs by the Faculty Members



(AU= Assam University, MZU= Mizoram University)

#### 4.2.36 Total No. of Research Scholars at Assam University

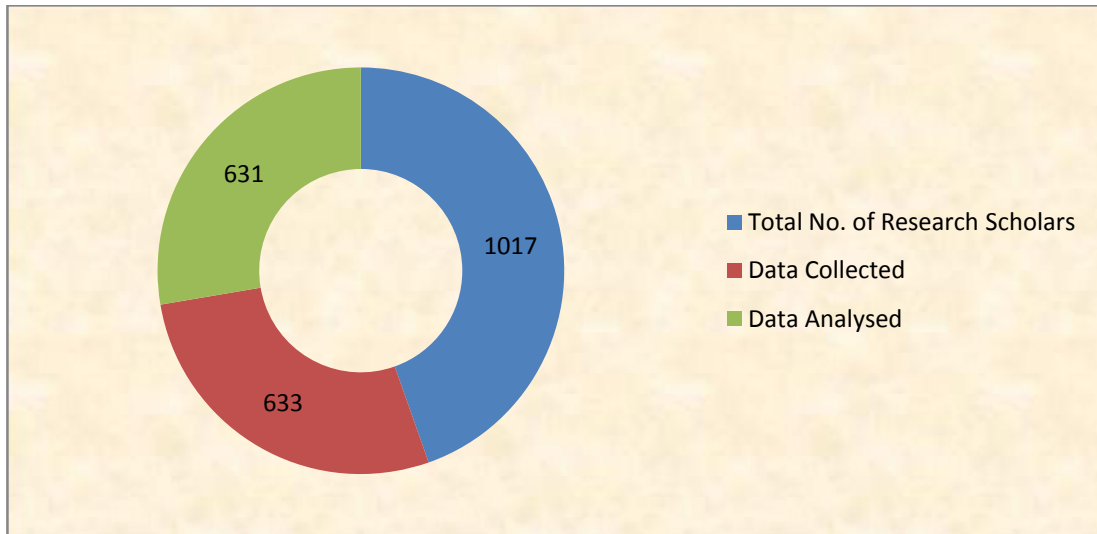
Table-36 indicate that at present there are total 1017 Ph.D. research scholars who are performing their research in different disciplines at Assam University, out of 1017 questionnaire distributed, 633 questionnaire were received back where 02 questionnaire were incomplete, hence 631 ( Response rate 62.04%) questionnaire were analysed for the purpose (Figure 36).

#### 4. T36: Total No. of Research Scholars at Assam University

Assam University	Total No. of Research Scholars	Data Collected	Data Analysed	Response Rate
Research Scholars	1017	633	631	62.04%



#### 4. F36: Total No. of Respondents at Assam University



#### 4.2.37 Department & Gender Wise Distribution of the Research Scholars

Table 37 presents the distribution of data according to the Department and Gender wise, which shows that there are total 33 departments (out of 38 Departments) at Assam University who are offering the Ph. D. programme, at present there are total 1017 research scholars are performing their research in different disciplines, out of those total 631(62%) respondents have given their response through questionnaire, in which 355 (56.26%) of respondents are male and 276 (43.74%) of respondents are female, who are actively using social networking sites (Figure 37).

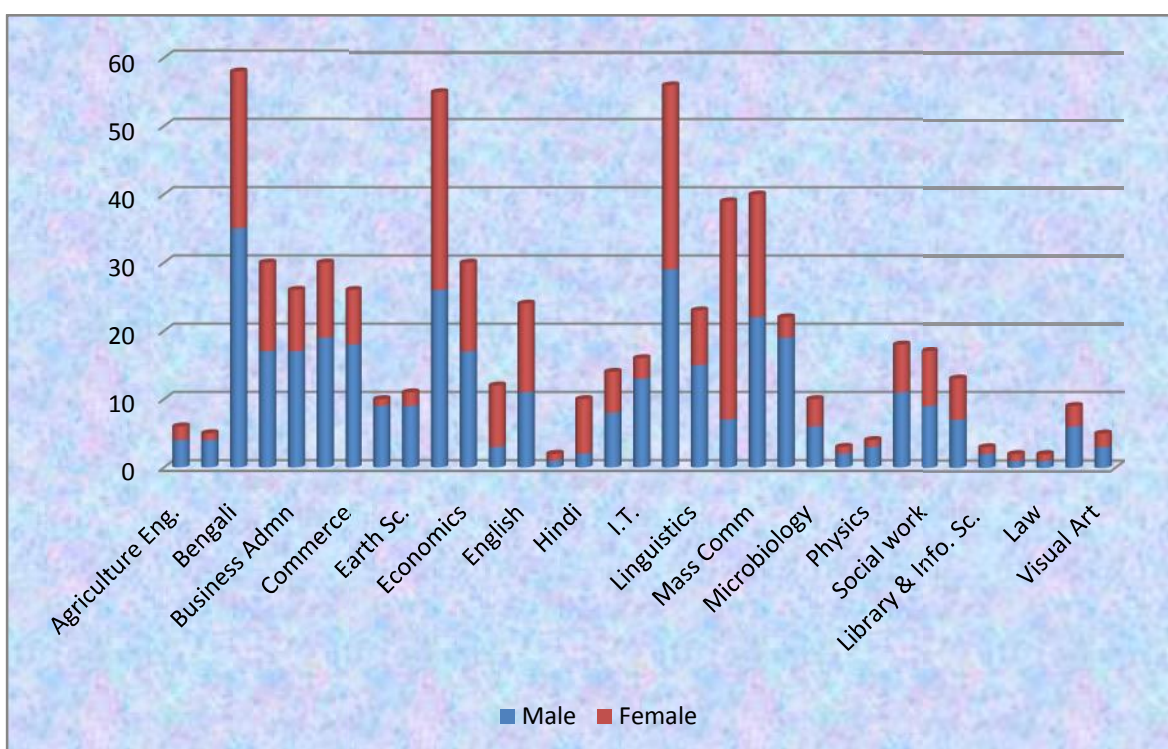
#### 4. T37: Department and Gender wise Respondents at Assam University

Sl. No.	Department	Male	Female	Total
1	Agricultural Engineering	4	2	6
2	Arabic	4	1	5
3	Bengali	34	24	58
4	Biotechnology	17	13	30
5	Business Administration	17	9	26
6	Chemistry	19	11	30
7	Commerce	18	8	26
8	Computer Science	9	1	10
9	Earth Science	9	2	11
10	Ecology & Environmental Sc.	26	29	55
11	Economics	17	13	30
12	Education	3	9	12
13	English	11	13	24

14	French	1	1	2
15	Hindi	2	8	10
16	History	8	6	14
17	I.T.	13	3	16
18	Life Sc.	29	27	56
19	Linguistics	15	8	23
20	Manipuri	7	32	39
21	Mass Communication	22	18	40
22	Mathematics	19	3	22
23	Microbiology	6	4	10
24	Philosophy	2	1	3
25	Physics	3	1	4
26	Political Science	11	7	18
27	Social work	9	8	17
28	Sociology	7	6	13
29	Library & Information Science	2	1	3
30	Indian comparative Literature	1	1	2
31	Law	1	1	2
32	Sanskrit	6	3	9
33	Visual Art	3	2	5
	Total-	355(56.26%)	276(43.74%)	631

(Source: Assam University Annual Report 2014-15)

#### 4. F37: Department & Gender wise Respondents at Assam University



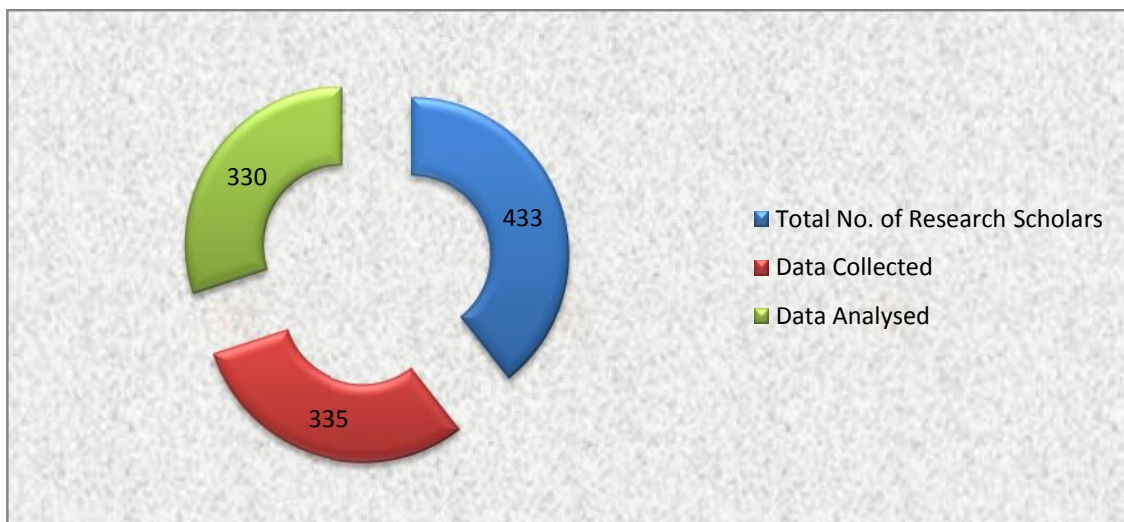
**4.2.38 Total No. of Research Scholars at Mizoram University**

Table 38 indicates that there are total 433 Ph. D Research Scholars who are doing their research in different disciplines at Mizoram University, out of 433 questionnaire distributed, 335 questionnaire were received back, where 05 questionnaire were incomplete, hence 330 (76.21%) questionnaire were analysed for the purpose (Figure 38).

**4. T38: Total No. of Research Scholars at Mizoram University**

Mizoram University	Total No. of Research Scholars	Data Collected	Data Analysed	Response Rate
Research Scholars	433	335	330	76.21%

**4. F38: Total No. of Research Scholars at Mizoram University**



**4.2.39 Department & Gender wise Distribution of Respondents at MZU**

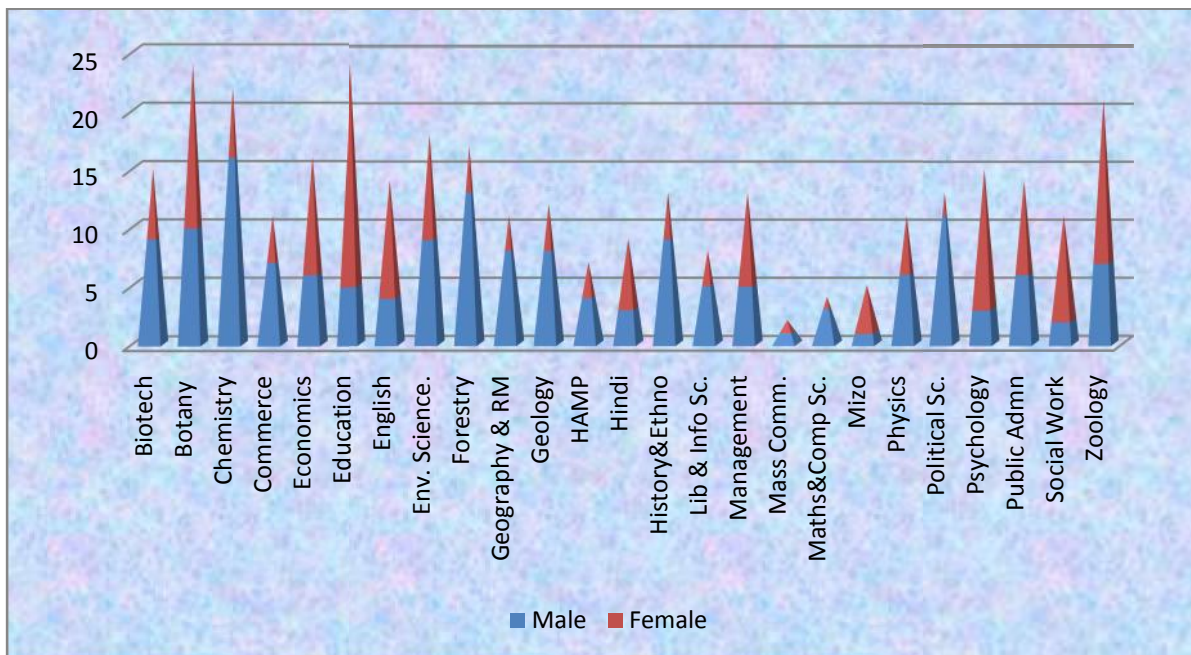
Table 39 presents the data regarding total no. of respondents at Mizoram University, which shows that there are total 25 departments (out of 31 departments) which are offering the Ph. D. programme. At present total 433 Ph.D. research scholars are performing their research in different disciplines, out of 433 questionnaire distributed, 335 questionnaire were received back and 330 questionnaire were analysed for the purpose, in which 161 (48.79%) respondents are male and 169 (51.21%) are female research scholars who are performing their research in different discipline and actively using social networking sites (Figure 39).

#### 4. T39: Department & Gender wise Distribution of Respondents at MZU

SL.No.	Departments	Male	Female	Total
1	Biotechnology	9	6	15
2	Botany	10	14	24
3	Chemistry	16	6	22
4	Commerce	7	4	11
5	Economics	6	10	16
6	Education	5	19	24
7	English	4	10	14
8	Environmental Science.	9	9	18
9	Forestry	13	4	17
10	Geography & R. M.	8	3	11
11	Geology	8	4	12
12	HAMP	4	3	7
13	Hindi	3	6	9
14	History & Ethnography	9	4	13
15	Lib & Information Science.	5	3	8
16	Management	5	8	13
17	Mass Comm.	1	1	2
18	Maths & Comp Sc.	3	1	4
19	Mizo	1	4	5
20	Physics	6	5	11
21	Political Science	11	2	13
22	Psychology	3	12	15
23	Public Administration	6	8	14
24	Social Work	2	9	11
25	Zoology	7	14	21
	<b>Total-</b>	<b>161</b>	<b>169</b>	<b>330</b>

(Source: <http://www.mzu.edu.in/index.php/administration/basic-data> accessed on 31st May 2014)

**4. F39: Department & Gender wise Respondents at MZU**



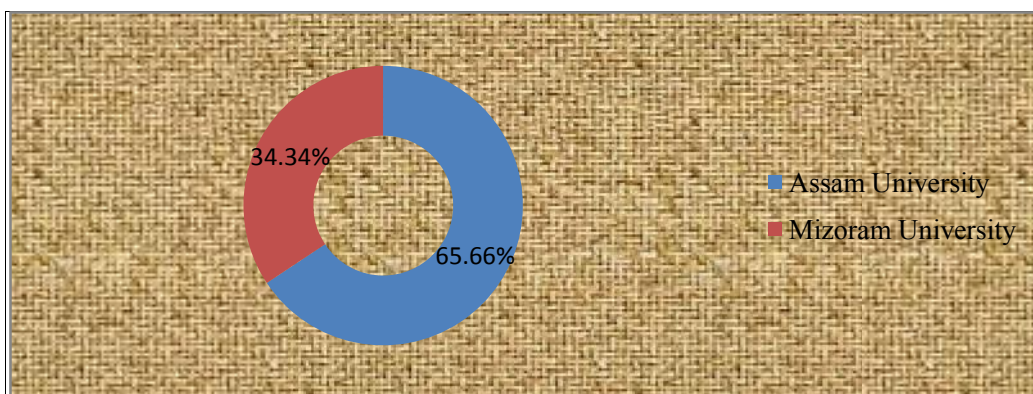
**4.2.40 University Wise Distribution of the Research Scholars**

Table 40 shows that there are total 961 (66.28%) respondents who were provided their feed back through questionnaire; these respondents are Research Scholars belonging to Assam University, Silchar and Mizoram University, Aizawl, Mizoram India (Figure 40).

**4. T40: University Wise Distribution of the Research Scholars**

University	Frequency	Percentage
Assam University	631	65.66
Mizoram University	330	34.34
Total	961	100

**4. F40: University wise Distribution of the Research Scholars**



**4.2.41 Gender Wise Distribution of the Research Scholars**

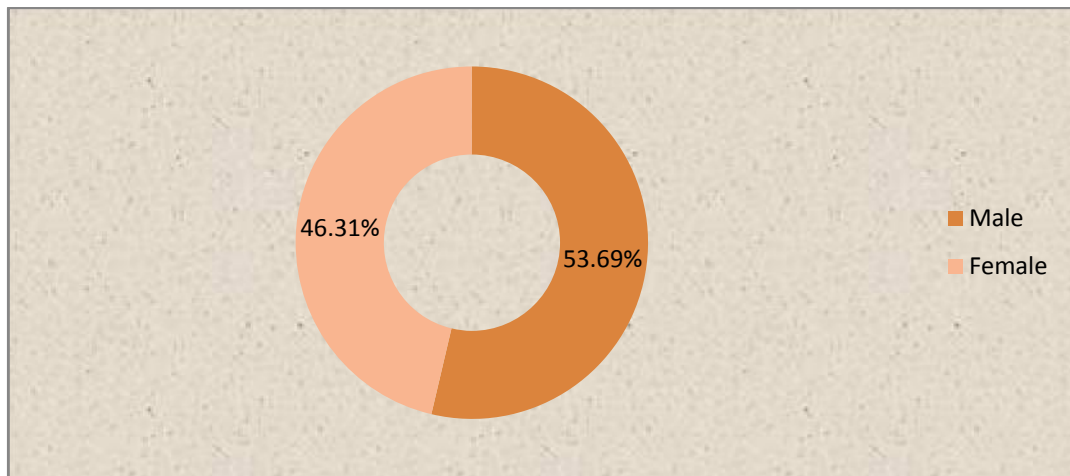
Table 41 shows that there are total 961 Research Scholars who have provided their feed back through questionnaire, out of these 53.69% of respondents are male and 46.31% of respondents are female belonging to Assam University, Silchar and Mizoram University, Aizawl, Mizoram India (Figure 41).

**4. T41: Gender Wise distribution of the Research Scholars**

Total No. of Respondents	Male		Female		Total (%)
	Frequency	Percentage	Frequency	Percentage	
961	516	53.69%	445	46.31%	100%

(Source: Primary data)

**4. F41: Gender Wise distribution of Research Scholars**



**4.2.42 University & Gender Wise Distribution of the Research Scholars**

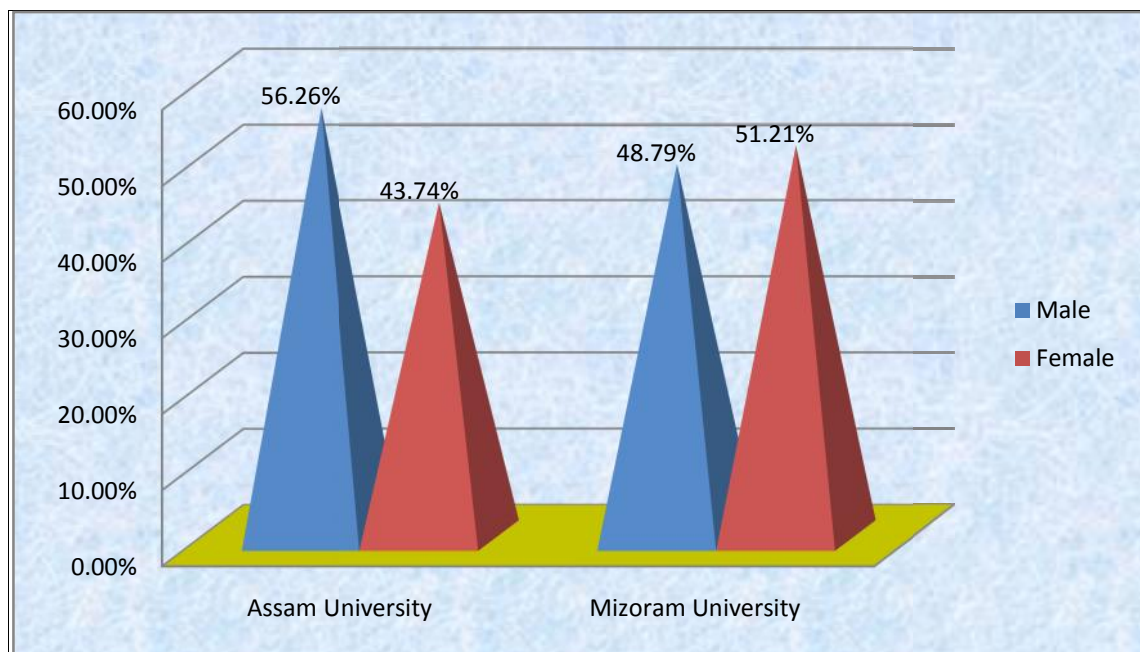
Table 42 presents the gender wise distribution of the respondents from both the Universities which show that 56.26% of respondents are male and 43.74% of respondents are female at Assam University. Whereas 48.79% of respondents are male and 51.21% of respondents are female at Mizoram University, who are actively accessing social networking sites (Figure 42).

**4. T42: University and Gender wise Distribution of the Research Scholars**

Gender	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Male	355	56.26	161	48.79
Female	276	43.74	169	51.21
Total	631	100	330	100

(Source: Primary data)

**4. F42: University and Gender wise Distribution of the Research Scholars**



**4.2.43 Age Group Wise Distribution of the Research Scholars**

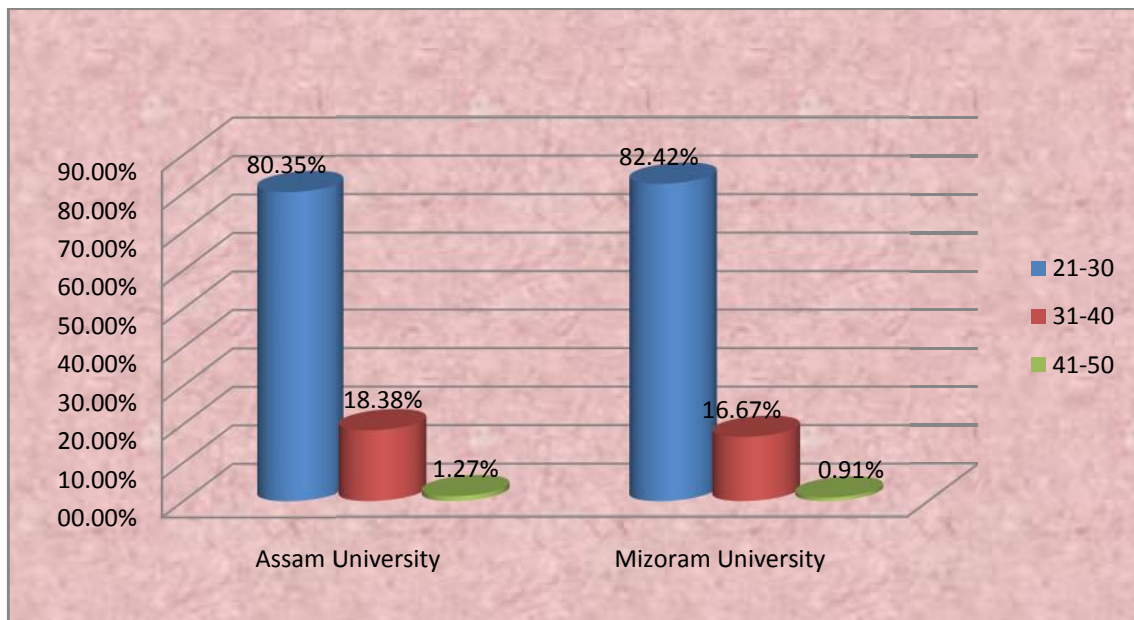
Table 43 presents the data related to the age group of the Research Scholars of both the Universities. This indicates that 80.35% of respondents of Assam University fall between the age group of 21-30 years, whereas 18.38% of respondents are in the age group of 31-40 years and 1.27% of respondents are in between 41-50 years age. Further at Mizoram University 82.42% of respondents' falls between the age group of 21-30 years, whereas 16.67% of respondents are in the age group of 31-40 years and .91% of respondents are in the 41-50 years age (Figure 43).

**4. T43: Age Group wise Distribution of the Research Scholars**

Age Group	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
21-30	507	80.35	272	82.42
31-40	116	18.38	55	16.67
41-50	8	1.27	3	0.91
Total	631	100	330	100

(Source: Primary data)

**4. F43: Age Group wise Distribution of the Research Scholars**



**4.2.44 Research Experiences of the Research Scholars**

Table 44 shows the research experience of the research scholars from both the Universities. It was found that 93.98% of respondents from Assam University have 1-5 year’s research experience, whereas 4.75% of respondents having 6-10 years of research experience and 1.27% researchers have in between 11-15 years’ of research experience. Further, it indicates that 95.15% of respondents at Mizoram University having in between 1-5 years of research experience, whereas 3.94% of respondents having in between 6-10 years of research experience and 0.91% of respondents having in between 11-15 years of research experience (Figure 44).

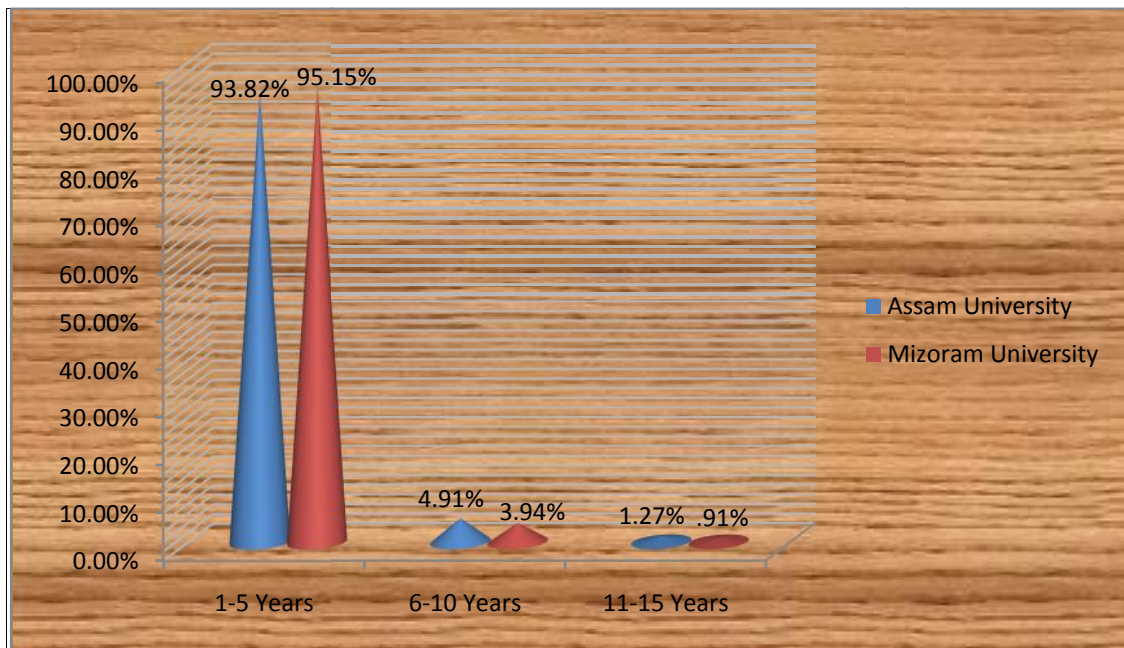


#### 4. T44: Research Experiences of the Research Scholars

Research Experiences (Years)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
1-5	593	93.98	314	95.15
6-10	30	4.75	13	3.94
11-15	8	1.27	3	0.91
Total	631	100	330	100

(Source: Primary data)

#### 4. F44: Research Experiences of the Research Scholars



#### 4.2.45 Research publication Wise Distribution of the Research Scholars

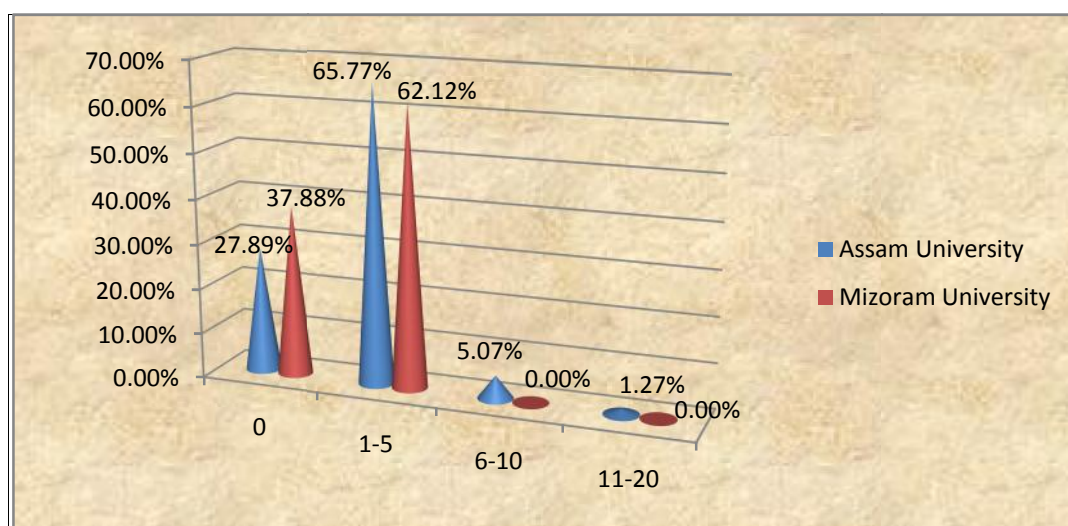
From Table 45, it is clear that in the Assam University, 27.89% of respondents do not have any research publication on their account, whereas 65.77% of respondents having in between 1-5 publications, 5.07% of respondents having in between 6-10 publications and 1.27% of respondents having research publication in between 11-20. Further at the Mizoram University 37.88% of respondents do not have any research publication on their account, whereas 62.12% of respondents having in between 1-5 research publications, and no respondents have more than 5 research publications on their accounts (Figure 45).

#### 4. T45: Research Publication wise Distribution of the Research Scholars

Research Publication	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
0	176	27.89	125	37.88
1-5	415	65.77	205	62.12
6-10	32	5.07	0	0
11-20	8	1.27	0	0
Total	631	100	330	100

(Source: Primary data)

#### 4. F45: Research Publication wise Distribution of the Research Scholars



#### 4.2.46 Commonly Accessed SNSs by the Research Scholars

Table 46 shows the commonly accessed SNSs by the research scholars of Assam University and Mizoram University. It indicates that in the Assam University, 95.56% of respondents are accessing Facebook, where as 67.04% of respondents are accessing WhatsApp, 30.27% of respondents are using Twitter, 48.65% of respondents are using Research Gate, 46.75% of respondents are using LinkedIn, 49.29% of respondents are using Academia edu, 12.68% of respondents are using Google+, 3.80% of respondents are using Myspace, 4.44% of respondents are using Blogger.com and 3.17% of respondents are using others SNSs like HI5, YouTube, Bebo etc. In the Mizoram University, 95.76% of respondents are accessing Facebook, whereas 27.27% of respondents are accessing WhatsApp, 27.27% of respondents are using Twitter, 25.76% of respondents are using Research Gate, 23.03% of respondents are accessing LinkedIn, 25.76% of respondents are

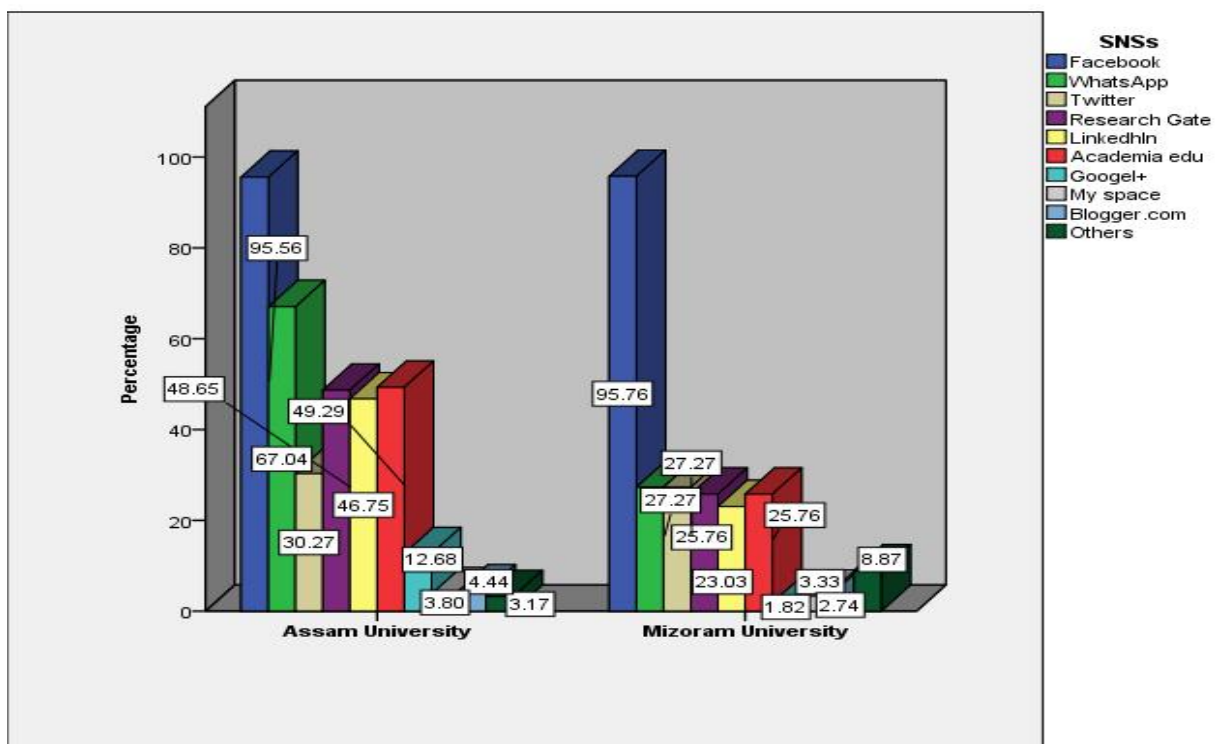
accessing Academia edu, 1.82% of respondents are using Google+, 3.33% of respondents are using Myspace, 2.74% of respondents are using Blogger.com and 8.87% of respondents are using others SNSs like You tube, Google buzz, HI5 etc. (Figure 46).

#### 4. T46: Commonly Accessed SNSs by the Research Scholars

Commonly Accessed SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Facebook	603	95.56	316	95.76
WhatsApp	423	67.04	90	27.27
Twitter	191	30.27	90	27.27
Research Gate	307	48.65	85	25.76
LinkedIn	295	46.75	76	23.03
Academia Edu	311	49.29	85	25.76
Google+	80	12.68	6	1.82
My Space	24	3.80	11	3.33
Blogger.com	28	4.44	9	2.74
Others	20	3.17	29	8.87

(Source: Primary Data)

#### 4. F46: Commonly Accessed SNSs by the Research Scholars



#### 4.2.47 Gender wise commonly Accessed SNSs by the Research Scholars

Table 47 shows the commonly accessed SNSs by the Male & Female Research scholars of Assam University and Mizoram University. It indicates that in the Assam University, 98.91% of Male respondents and 91.32% are Female respondents are accessing Facebook, whereas 65.13% of Male respondents and 69.61% of Female respondents are accessing WhatsApp, whereas 38.02% of Male respondents and 20.33% of Female respondents are using Twitter, 49.34% of Male respondents and 47.84% of Female respondents are using Research Gate, 48.26% Male and 44.96% Female are accessing LinkedIn, 51.55% of Male respondents and 46.45% Female respondents are using Academia edu, 16.97% of Male and 7.27% of female respondents are using Google+, 6.89% of Male and .08% of female respondents are using Myspace, 4.44% of Male respondents are using Blogger.com and 3.17% are using others SNSs like HI5, YouTube, Bebo etc. Further at the Mizoram University, 94.41% of Male and 97.01% of Female respondents are accessing Facebook, 31.13% of Male and 23.73% of Female respondents are accessing WhatsApp, 32.32% of Male and 22.52% of Female respondents are using Twitter, 37.94% of Male and 14.24% of Female respondents are using Research Gate, 26.17% Male and 20.15% of Female respondents are accessing LinkedIn, 30.46% of Male and 21.36% of Female respondents accessing Academia edu, 3.15% of Male and 0.67% of Female respondents are using Google+, 5.08% of Male and 1.88% of Female respondents using My Space, 3.79% of Male and 1.89% of Female are using Blogger.com and 10.11% of Male and 7.70% of female respondents are using others SNSs like Bebo, Google buzz, HI5 etc. (Figure 47).

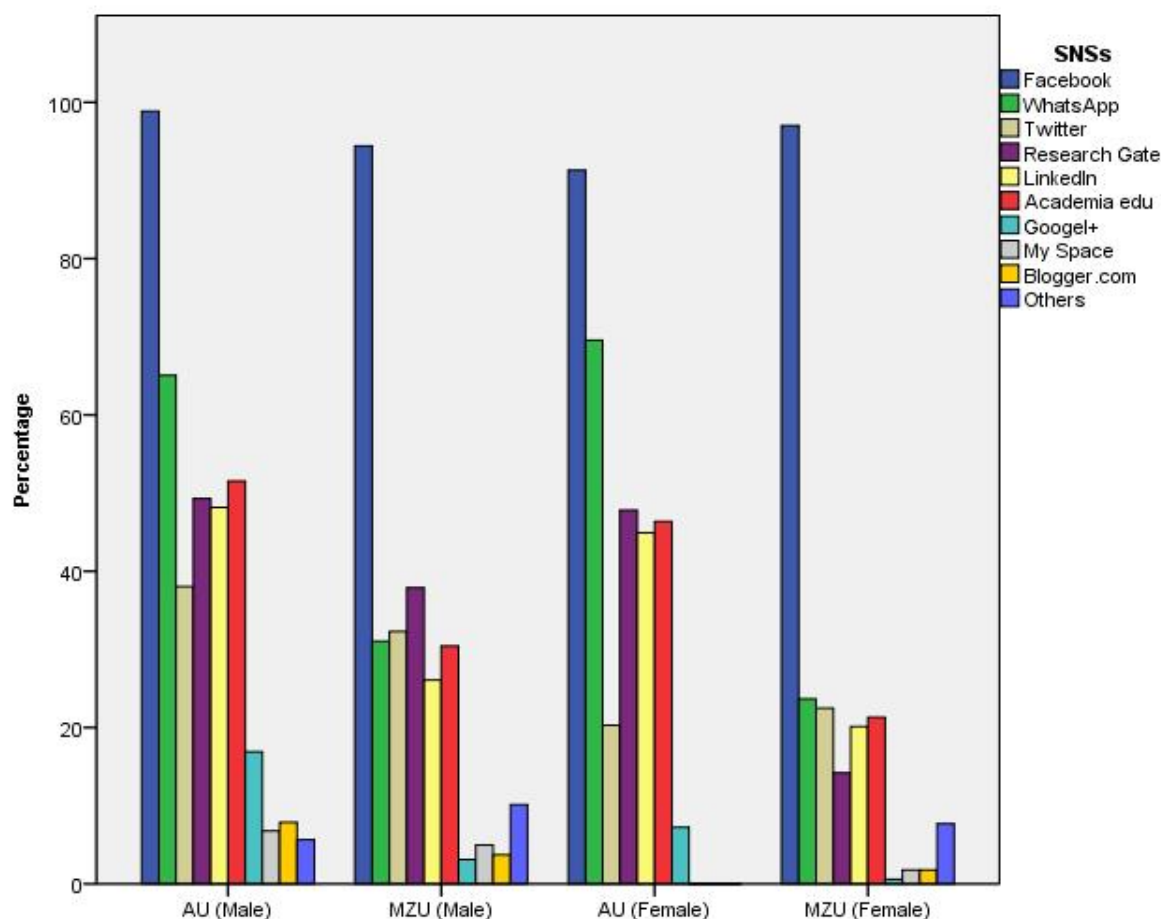
**4. T47: Gender wise commonly Accessed SNSs by the Research Scholars**

SNSs	Male		Female	
	Assam University	Mizoram University	Assam University	Mizoram University
	Percentage	Percentage	Percentage	Percentage
Facebook	98.91	94.41	91.32	97.01
Whatsapp	65.13	31.13	69.61	23.73
Twitter	38.02	32.32	20.33	22.52
Research Gate	49.34	37.94	47.84	14.24
LinkedIn	48.26	26.17	44.96	20.15
Academia edu	51.55	30.46	46.45	21.36
Google+	16.97	3.15	7.27	0.67

My space	6.89	5.08	0.08	1.88
Blogger.com	7.98	3.79	0.00	1.89
Others	5.61	10.11	0.00	7.70

(Source: Primary data)

#### 4. F47: Gender wise commonly Accessed SNSs by the Research Scholars



(AU=Assam University, MZU=Mizoram University)

#### 4.2.48 Tools for Accessing SNSs Used by the Research Scholars

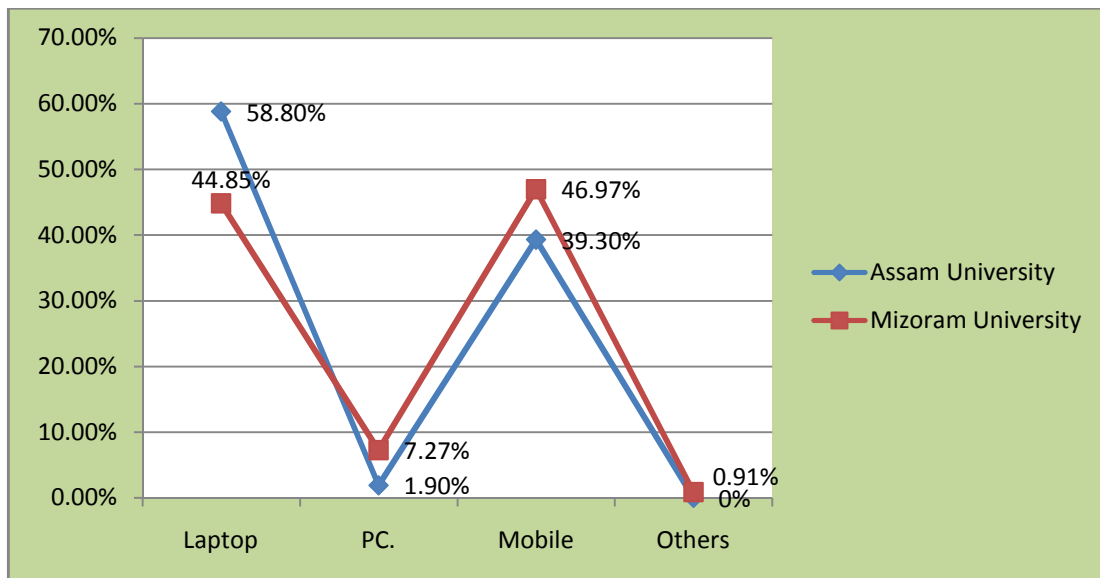
Table 48 indicates tools that are being used for accessing SNSs at Assam University and Mizoram University. It shows that 58.80% of respondents use Laptop for accessing SNSs, whereas 1.90% of respondents use Personal computer, 39.30% of respondents use Mobile as a tool for accessing SNSs in Assam University. Further, it indicates that 44.85% of respondents use Laptop for accessing such SNSs, whereas 7.27% of respondents use Personal computer as a tool, 46.97% of respondents use mobile for the same and 0.91% of respondents use other tools like palmtop, Notepad etc. at Mizoram University (Figure 48).

#### 4. T48: Tools for Accessing SNSs Used by the Research Scholars

Tools	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Laptop	371	58.80	148	44.85
PC.	12	1.90	24	7.27
Mobile	248	39.30	155	46.97
Others	0	0.00	3	0.91
Total	631	100	330	100

(Source: Primary data)

#### 4. F48: Tools for Accessing SNSs Used by the Research Scholars



#### 4.2.49 Tools for Accessing SNSs Used by Faculty Members & Research Scholars

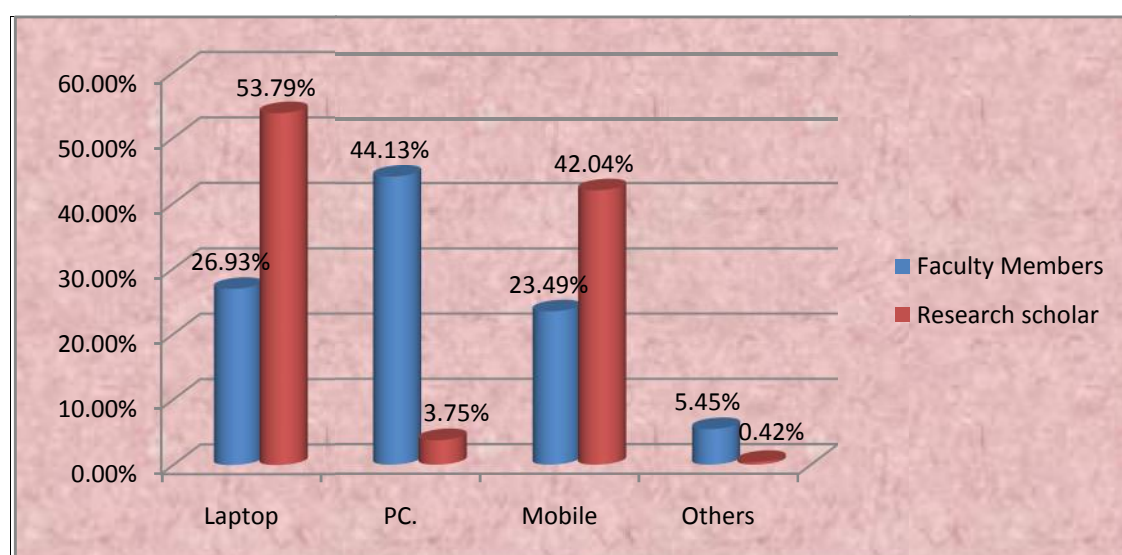
Table 49 indicates the tools that are being used for accessing SNSs by the Faculty members and Research Scholars at both the Universities. It shows that 26.93% of the faculty members use Laptop for accessing SNSs, whereas 44.13% of faculty members use Personal computer, 23.49% of faculty members are using Mobile as a tool for accessing SNSs and 5.45% of respondents use other tools like Palmtop, Tablets etc. Further, it indicates that most of the research scholars i.e. 53.79% use Laptop for accessing such sites, whereas 3.75% are using Personal computer as a tool, 42.04% of research scholars use mobile for the same and 0.42% research scholars are using other tool like Palmtop Tablet etc. for accessing these sites at both the Universities (Figure 49).

#### 4. T49: Tools for Accessing SNSs Used by Faculty Members & Research Scholars

Tools	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Laptop	94	26.93	517	53.79
PC.	154	44.13	36	3.75
Mobile	82	23.49	404	42.04
Others	19	5.45	4	0.42
Total	349	100	961	100

(Source: Primary Data)

#### 4. F49: Tools for Accessing SNSs Used by Faculty Members & Research Scholars



#### 4.2.50 Place of Accessing SNSs by the Research Scholars

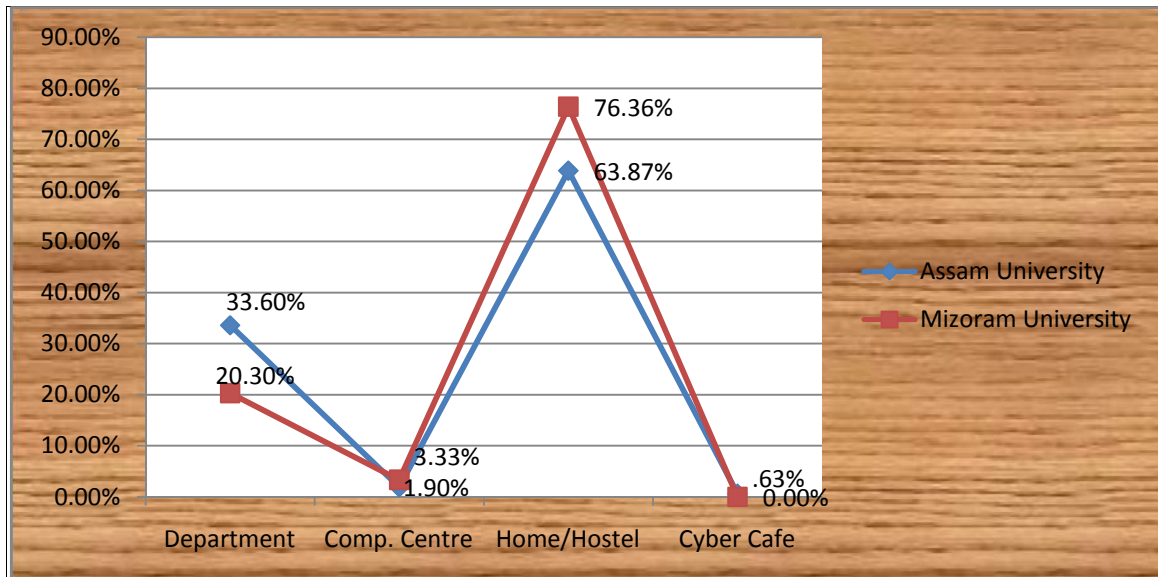
Table 50 indicates the places where research scholars are accessing SNSs at Assam University and Mizoram University. It shows that 33.60% of respondents accessing such sites at their concerned department, whereas 1.27% of respondents access it at computer centre, 63.87% of respondents accessing it at their home or hostels and only 0.63% are accessing SNSs at cyber cafe in Assam University. Further, it depicts that 20.00% of respondents access such sites at their departments, whereas 3.64% of respondents access it at computer centre, whereas 76.36% of respondents access such sites at their home/hostels and no respondents are accessing it at cyber cafe in Mizoram University (Figure 50).

#### 4. T50: Place of Accessing SNSs by the Research Scholars

Place of Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Department	212	33.60	66	20.00
Computer Centre	12	1.90	12	3.64
Hostel/Home	403	63.87	252	76.36
Cyber Cafe	4	0.63	0	0.00
Total	631	100	330	100

(Source: Primary data)

#### 4. F50: Place of Accessing SNSs by the Research Scholars



#### 4.2.51 Frequency of Accessing SNSs by the Research Scholars

Table 51 indicates the frequency of accessing SNSs by research scholars at Assam University and Mizoram University. It shows that 5.07% of respondents access SNSs occasionally, whereas 2.54% of respondents access it once in a week, 2.54% of respondents access such sites once in a day, 25.35% of respondents access SNSs twice in a day and 64.50% of respondents' access SNSs several times in a day in Assam University. Further, it shows that 11.82% of respondents access SNSs occasionally, whereas 1.52% of respondents access it once in a week, 3.03% of respondents' access once in a day, 17.87% respondents access it twice in a day and 65.76% of respondents access these sites several times in a day at Mizoram University (Figure 51).

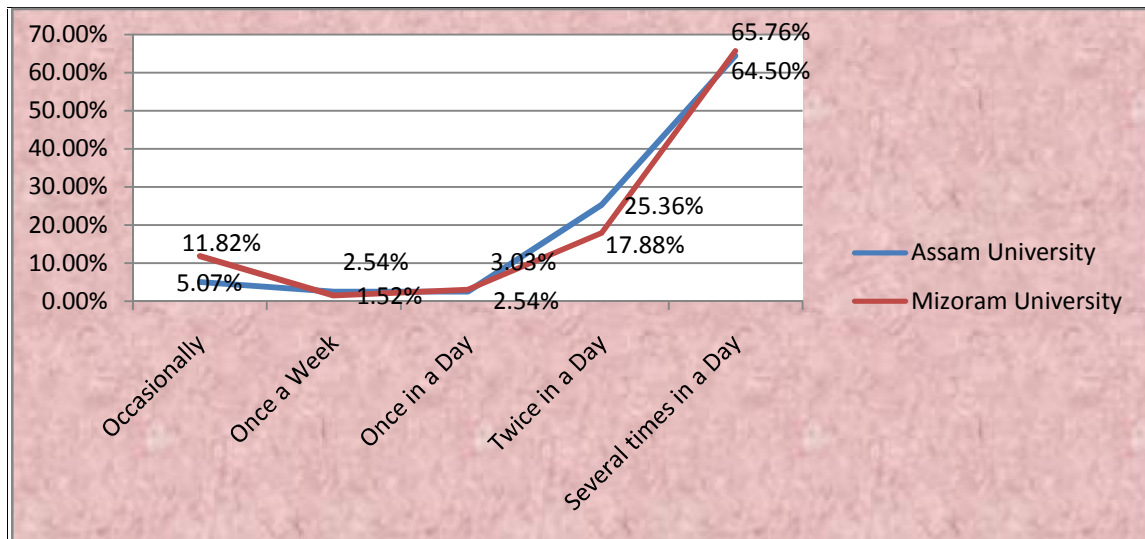


**4. T51: Frequency of Accessing SNSs by the Research Scholars**

Frequency of Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Occasionally	32	5.07	39	11.82
Once in a week	16	2.54	5	1.52
Once in a day	16	2.54	10	3.03
Twice in a day	160	25.35	59	17.87
Several times in a day	407	64.50	217	65.76
Total	631	100	330	100

(Source: Primary data)

**4. F51: Frequency of Accessing SNSs by the Research Scholars**



**4.2.52 Frequency of Accessing SNSs by the Faculty Members & Research Scholars**

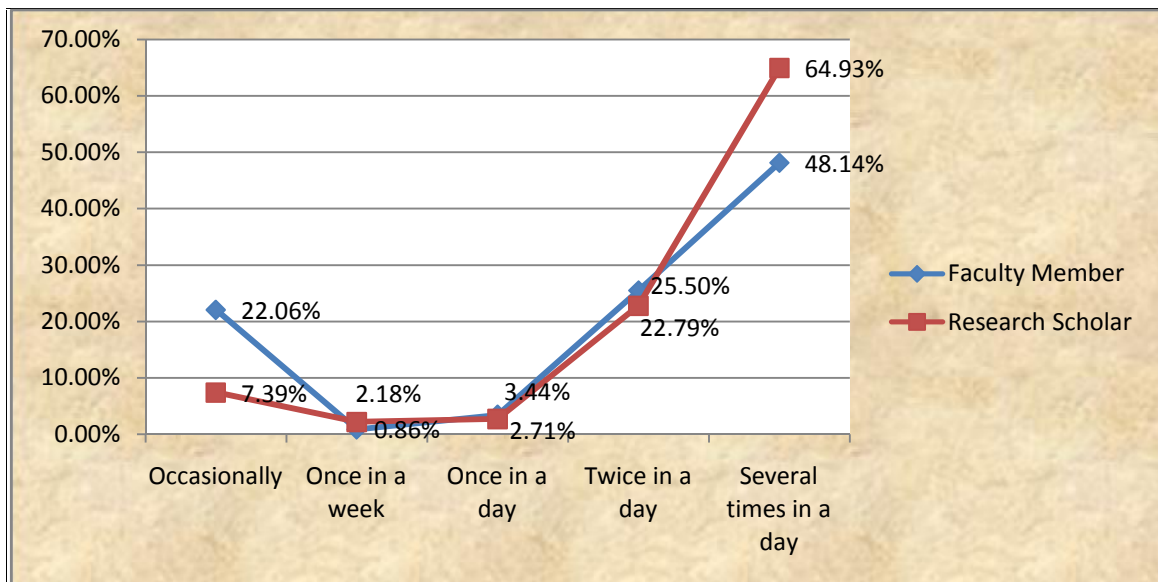
Table 52 indicates the frequency of accessing SNSs by the faculty members and research scholars at Assam University and Mizoram University. It shows that 22.06% of faculty members access SNSs occasionally, whereas 0.86% faculty members access it once in a week, 3.44% faculty members access SNSs once in a day, 25.50% of faculty members access SNSs twice in a day and 48.14% of faculty members access SNSs several times in a day. Further, it indicates that 7.39% of research scholars access SNSs occasionally, whereas 2.18% of research scholars access it once in a week, 2.71% of research scholars access once in a day, 22.79% of research scholars access it twice in a day and 64.93% of research scholars access SNSs several times in a day at Assam University and Mizoram University (Figure 52).

**4. T52: Frequency of Accessing SNSs by the Faculty Members & Research Scholars**

Frequency of Accessing SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Occasionally	77	22.06	71	7.39
Once in a week	3	0.86	21	2.18
Once in a day	12	3.44	26	2.71
Twice in a day	89	25.50	219	22.79
Several times in a day	168	48.14	624	64.93
Total	349	100	961	100

(Source: Primary data)

**4. F52: Frequency of Accessing SNSs by the Faculty Members & Research Scholars**



**4.2.53 Gender Wise Frequency of Accessing SNSs by the Research Scholars**

Table 53 indicates the gender wise frequency of accessing SNSs by research scholars at Assam University and Mizoram University. It shows that 4.51% of Male and 5.80% of Female respondents access occasionally whereas 4.51% of Male respondents access it once in a week, 1.13% of Male and 4.35% of Female respondents access such sites once in a day, 29.30% of Male and 20.29% of Female respondents access SNSs twice in a day and 60.55% of Male and 69.56% of Female respondents' access these sites several times in a day in Assam University. Further, it shows that 11.18% of Male and 12.43% of Female respondents access SNSs occasionally whereas 1.86% of male and 1.18% of female

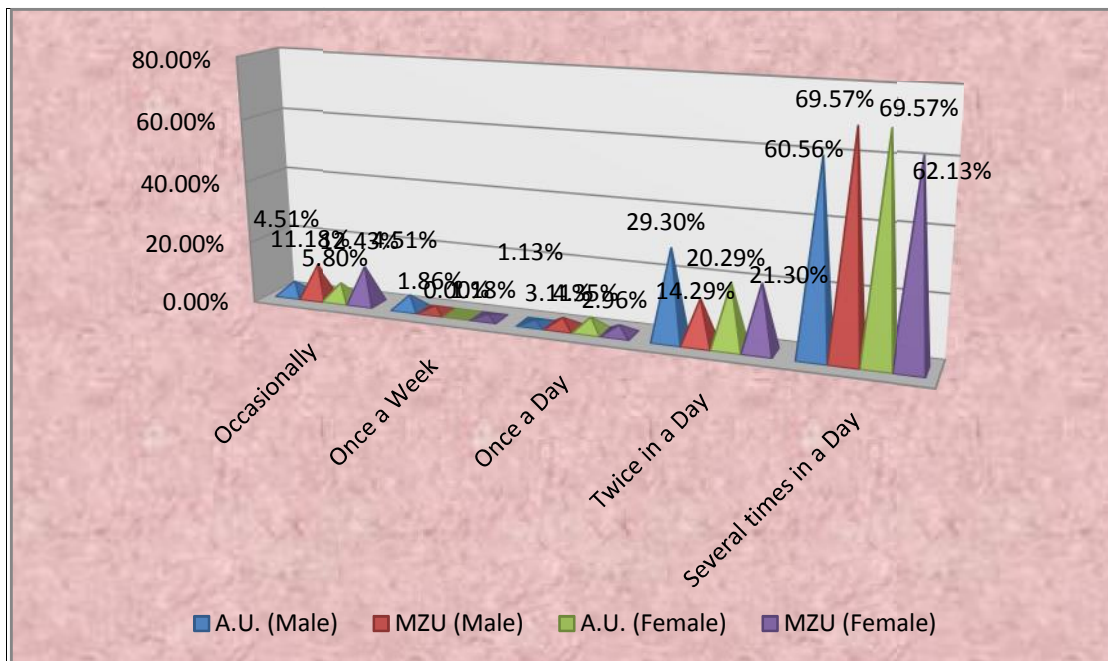
respondents access it once in a week, 3.11% of male and 2.96% of female respondents access once in a day, 14.28% of male and 21.30% of female respondents access it twice in a day and 69.57% of male and 62.13% of female respondents access these sites several times in a day at Mizoram University (Figure 53).

**4. T53: Gender wise Frequency of Accessing SNSs by the Research Scholars**

Frequency of Accessing SNSs	Male		Female	
	Assam University	Mizoram University	Assam University	Mizoram University
	Percentage	Percentage	Percentage	Percentage
Occasionally	4.51	11.18	5.80	12.43
Once a Week	4.51	1.86	0.00	1.18
Once a Day	1.13	3.11	4.35	2.96
Twice in a Day	29.30	14.28	20.29	21.30
Several Times in a Day	60.55	69.57	69.56	62.13

(Source: Primary Data)

**4. F53: Gender Wise Frequency of Accessing SNSs by the Research Scholars**



(AU=Assam University, MZU=Mizoram University)

#### 4.2.54 Duration of Accessing SNSs by the Research Scholars

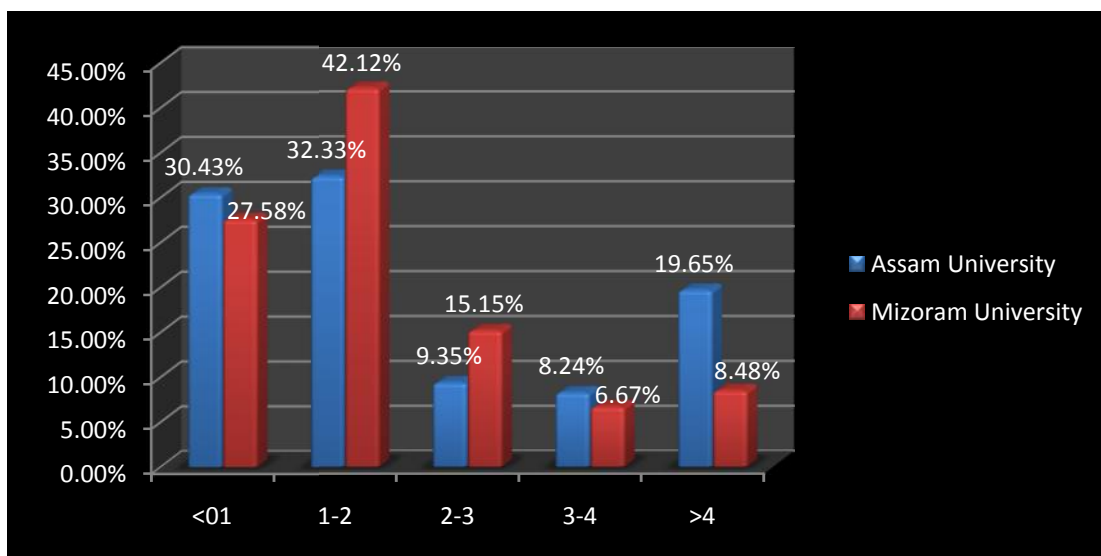
Table 54 presents the duration which are being spend for accessing SNSs by the research scholars at Assam University and Mizoram University. It shows that 30.43% of respondents spend less than one hour per day, whereas 32.33% of respondents spend 1-2 hours in a day, 9.35% of respondents spend 2-3 hours per day, 8.24% of respondents spend 3-4 hours a day and 19.65% of respondents access these sites more than 4 hours per day in Assam University. Further, it indicates that 27.58% of respondents spend less than one hour per day for accessing SNSs, where 42.12% of respondents spend 1-2 hour in a day, 15.15% of respondents spend 2-3 hours in a day, 6.67% of respondents spend 3-4 hours in a day and 8.48% of respondents spend more than 4 hours in a day for accessing social networking sites at Mizoram University (Figure 54).

**4. T54: Duration of Accessing SNSs by the Research Scholars**

Duration of Accessing SNSs per day (Hours)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<01	192	30.43	91	27.58
1-2	204	32.33	139	42.12
2-3	59	9.35	50	15.15
3-4	52	8.24	22	6.67
>4	124	19.65	28	8.48
Total	631	100	330	100

(Source: Primary data)

**4. F54: Duration of Accessing SNSs by the Research Scholars**



#### 4.2.55 Duration of Accessing SNSs by the Faculty Members & Research Scholars

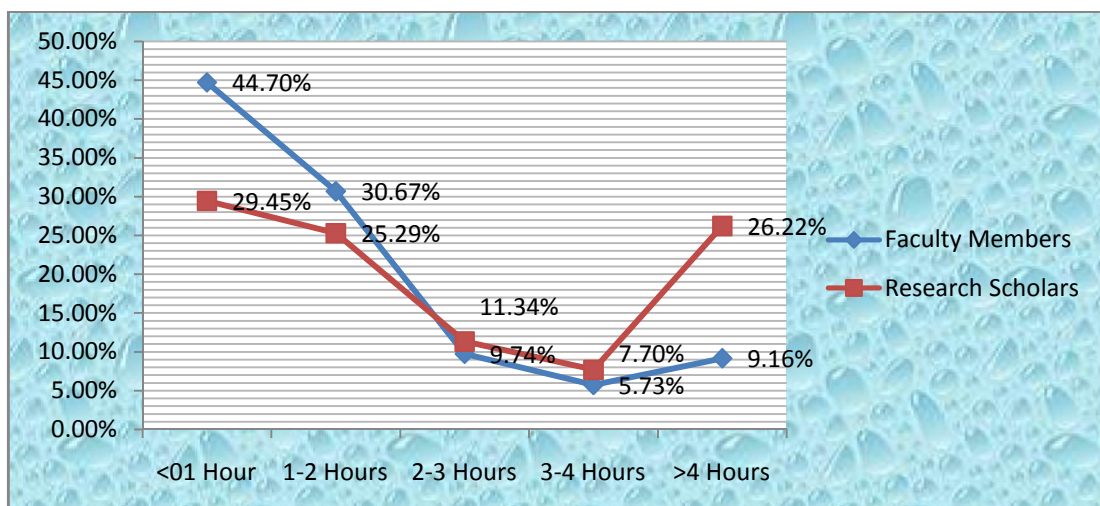
Table 55 presents the time duration which are being spend for accessing SNSs by the faculty members and research scholars at Assam University and Mizoram University. Which shows that 44.70% of faculty members spend less than one hour per day, whereas 30.67% of faculty members spend 1-2 hours in a day, 9.74% of faculty members spend 2-3 hours per day, 5.73% of faculty members spend 3-4 hours a day and 9.16% of faculty members spend more than 4 hours per day on SNSs. Further, it indicates that 29.45% of research scholars spend less than one hour per day for accessing SNSs, whereas 25.29% of research scholars spend 1-2 hour in a day, 11.34% of research scholars spend 2-3 hours in a day, 7.70% of research scholars spend 3-4 hours in a day and 26.22% of the research scholars spend more than 4 hours in a day for accessing social networking sites for information communication at Mizoram University (Figure 55).

#### 4. T55: Duration of Accessing SNSs by Faculty Members & Research Scholars

Duration of Accessing SNSs per day (Hours)	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
<01	156	44.70	283	29.45
1-2	107	30.67	243	25.29
2-3	34	9.74	109	11.34
3-4	20	5.73	74	7.70
>4	32	9.16	252	26.22
Total	349	100	961	100

(Source: Primary Data)

#### 4. F55: Duration of Accessing SNSs by Faculty Members & Research Scholars



#### 4.2.56 Period since Accessing SNSs by the Research Scholars

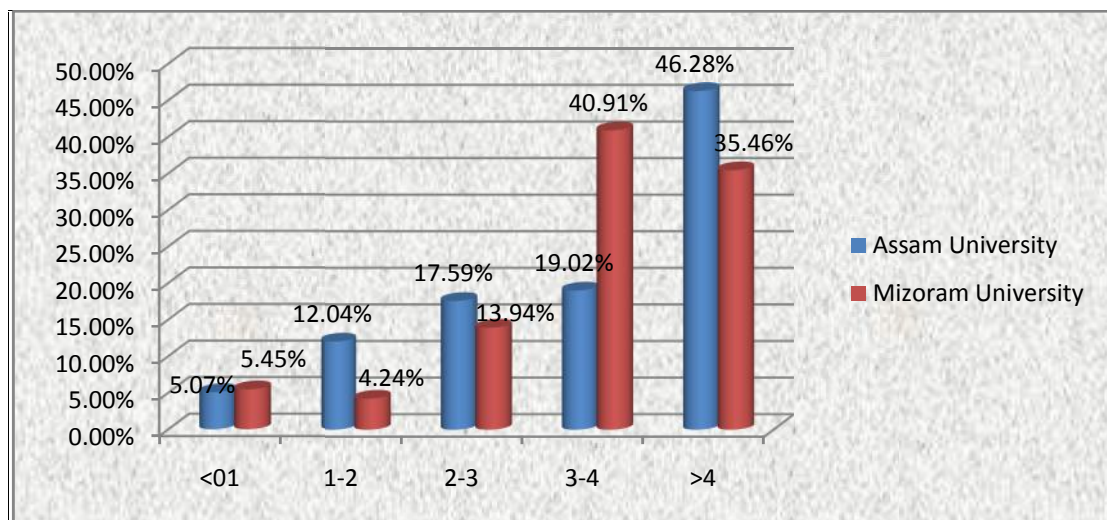
Table 56 shows the period since research scholars are accessing SNSs at Assam University and Mizoram University. It shows that 5.07% of respondents accessing SNSs from less than one year, whereas 12.04% of respondents accessing it since 1-2 years, 17.59% of respondents are accessing such sites since 2-3 years, 19.02% of respondents accessing these SNSs from last 3-4 years and 46.28% of respondents are accessing social networking sites since more than 04 years in Assam University. Further, it indicates that 5.45% of respondents access SNSs since less than one year, whereas 4.24% of respondents are accessing it from 1-2 years, 13.94% of respondents are accessing SNSs from last 2-3 years, 40.91% of respondents are accessing such sites from 3-4 years and 35.46% of respondents are accessing social networking sites since more than 4 years at Mizoram University (Figure 56).

**4. T56: Period Since Accessing SNSs by the Research Scholars**

Period Since Accessing SNSs (Years)	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<01	32	5.07	18	5.45
1-2	76	12.04	14	4.24
2-3	111	17.59	46	13.94
3-4	120	19.02	135	40.91
>4	292	46.28	117	35.46
Total	631	100	330	100

(Source: Primary Data)

**4. F56: Period since Accessing SNSs (in years) by the Research Scholars**



#### 4.2.57 Purpose for Accessing SNSs by the Research Scholars

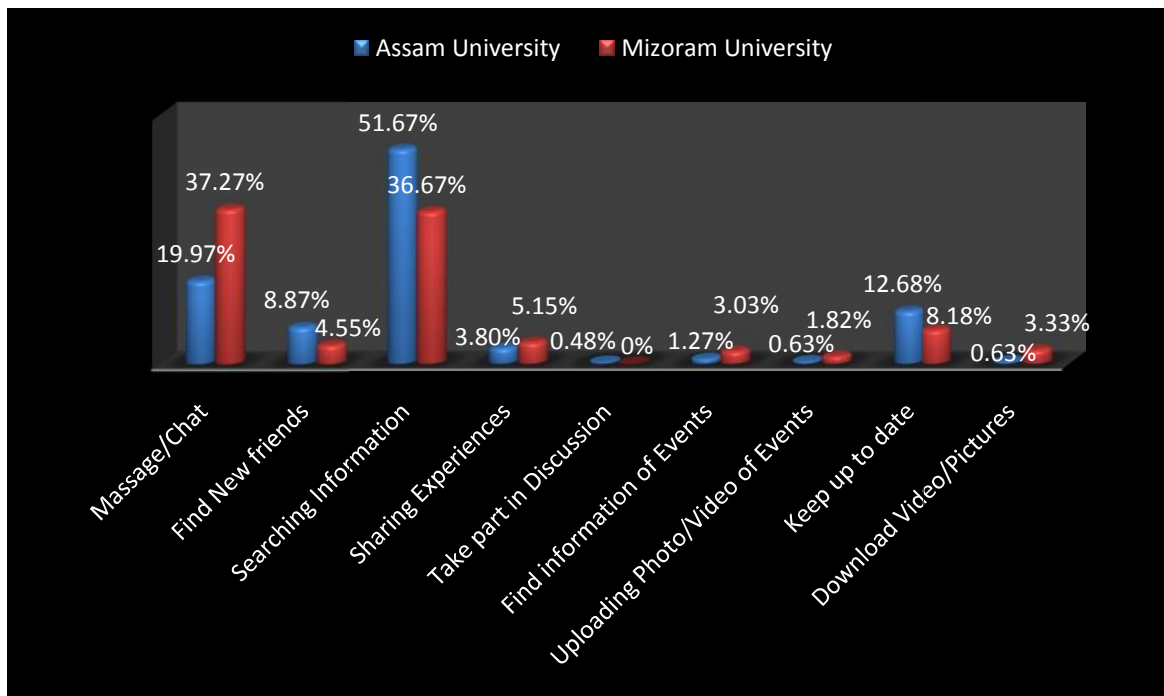
Table 57 reveals that in Assam University, 19.97% of research scholars access SNSs for Messaging/Chatting, whereas 8.87% of respondents access it for find new friends, 51.67% of respondents use it to find out the relevant information, 3.80% of respondents access SNSs to share their experiences, 0.48% of respondents access such sites to take part in active discussions, 1.27% of respondents access it to find information for events like workshop, seminars, conferences etc. 0.63% of respondents access these sites to upload videos and pictures of events like seminar conferences etc., 12.68% of respondents access such sites to keep themselves up-to-date and 0.63% of respondents use it for downloading the photo and videos. Further at Mizoram University 37.27% of research scholars access SNSs for Messaging/Chatting, whereas 4.55% of respondents access it to find new friends, 36.67% of respondents use it to find out the relevant information, 5.15% of respondents access SNSs to share their experiences, 3.03% of respondents access it to find information for events like workshop, seminars, conferences etc. 1.82% of respondents access these sites to upload videos and photos of events like seminar conferences etc., 8.18% of respondents access such sites to keep themselves up to date and 3.33% of respondents use social networking sites for downloading the photo and videos (Figure 57).

#### 4. T57: Purpose for Accessing SNSs by the Research Scholars

Purposes for Accessing SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Message/Chat	126	19.97	123	37.27
Find New friends	56	8.87	15	4.55
Searching Information	326	51.67	121	36.67
Sharing Experiences	24	3.80	17	5.15
Take part in Discussion	3	0.48	0	0.00
Find information of Events	8	1.27	10	3.03
Uploading Photo/Video of Events	4	0.63	6	1.82
Keep up to date	80	12.68	27	8.18
Download Video/Pictures	4	0.63	11	3.33
Total	631	100	330	100

(Source: Primary data)

#### 4. F 57: Purposes for Accessing SNSs by the Research Scholars



#### 4.2.58 Academic & Personal uses of SNSs by the Faculty Members & Research Scholars

Table 58 indicates the academic and personal uses of social networking sites by the faculty members and research scholars of both the Universities. It shows that 37.83% faculty members use SNSs for personal purposes, whereas 62.17% of faculty members use SNSs for academic purposes. Further 70.03% of research scholars are using SNSs for personal purposes, whereas 29.97% of research scholars using these sites for academic communications (Figure 58).

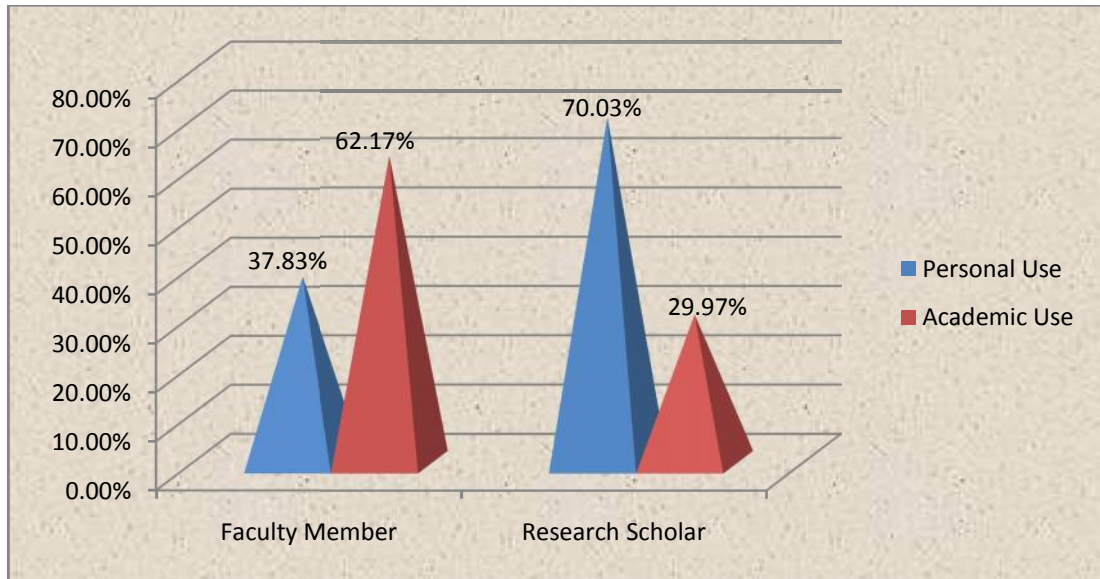
4. T58: Academic & personal uses of SNSs by the Respondents

Purposes of Using SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Personal	132	37.83	673	70.03
Academic	217	62.17	288	29.97
Total	349	100	961	100

(Source: Primary Data)



#### 4. F58: Academic and Personal uses of SNSs by the Respondents



#### 4.2.59 No. of Friends/contact on SNSs of the Research Scholars

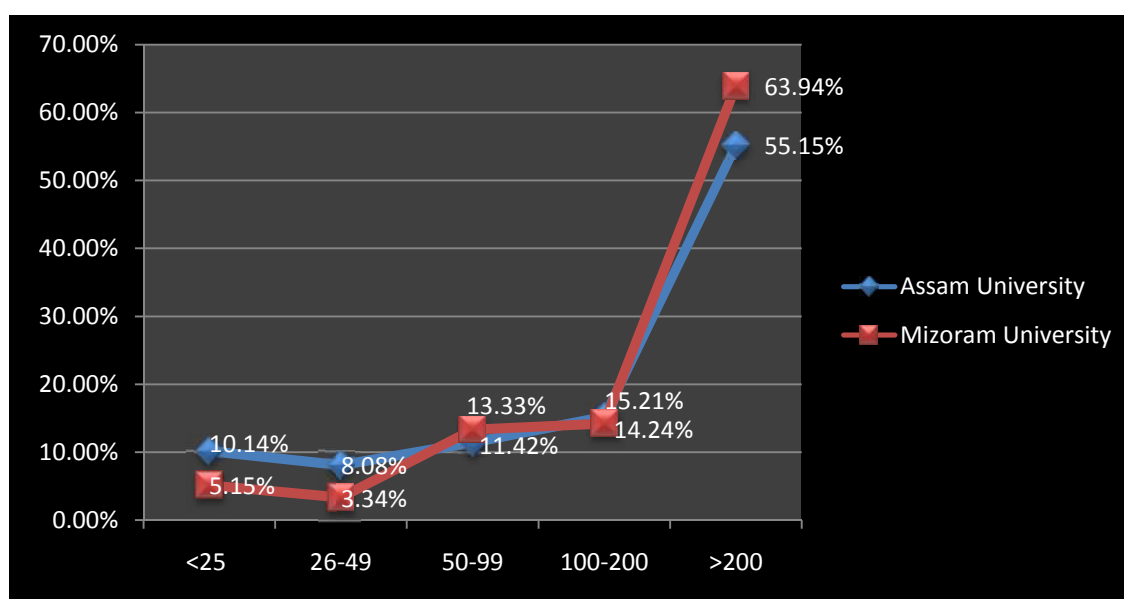
Table 59 indicates the number of friends/contacts of the research scholars on social networking sites. In Assam University, 10.14% of respondents having less than 25 friends/contacts on SNSs, whereas 8.08% of respondents having in between 26-49 friends/contacts on these sites, 11.42% of respondents having friends/contacts on it in between 50 and 99, 15.21% of respondents having in between 100 to 200 friends/contacts on these sites and most of the respondents i.e. 55.15% having more than 200 friends/contacts on such sites. Further at Mizoram University, 5.15% of research scholars have less than 25 friends/contacts on SNSs, only 3.34% of respondents have in between 26-49 friend/contacts, 13.33% of respondents have friends/contacts in between 50-99, 14.24% of respondents have in between 100 to 200 friends/contacts on such sites and maximum no. of respondents i.e. 63.94% having more than 200 friends/contacts on social networking sites (Figure 59).

#### 4. T59: No. of Friends/contacts on SNSs of the Research Scholars

Friends on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
<25	64	10.14	17	5.15
26-49	51	8.08	11	3.34
50-99	72	11.42	44	13.33
100-200	96	15.21	47	14.24
>200	348	55.15	211	63.94
Total	631	100	330	100

(Source: Primary data)

#### 4. F59: No. of Friends/Contact on SNSs of the Research Scholars



#### 4.2.60 Gender Wise Friends/contact on SNSs of the Research Scholars

Table 60 indicates the gender wise distribution having number of friends/contacts of the researcher scholars on social networking sites. In Assam University, 9.01% of male and 11.59% of Female respondents having less than 25 Friends/ contacts on SNSs, whereas 8.73% of male and 7.25% of Female respondents have between 26-49 friends/contacts on these sites, 9.01% of male and 14.49% of female respondents have friends/contacts on it in between 50 and 99, 13.52% of male and 17.39% of female respondents having in between 100 to 200 contacts/friends on these sites and most of the respondents i.e. 59.72% of male

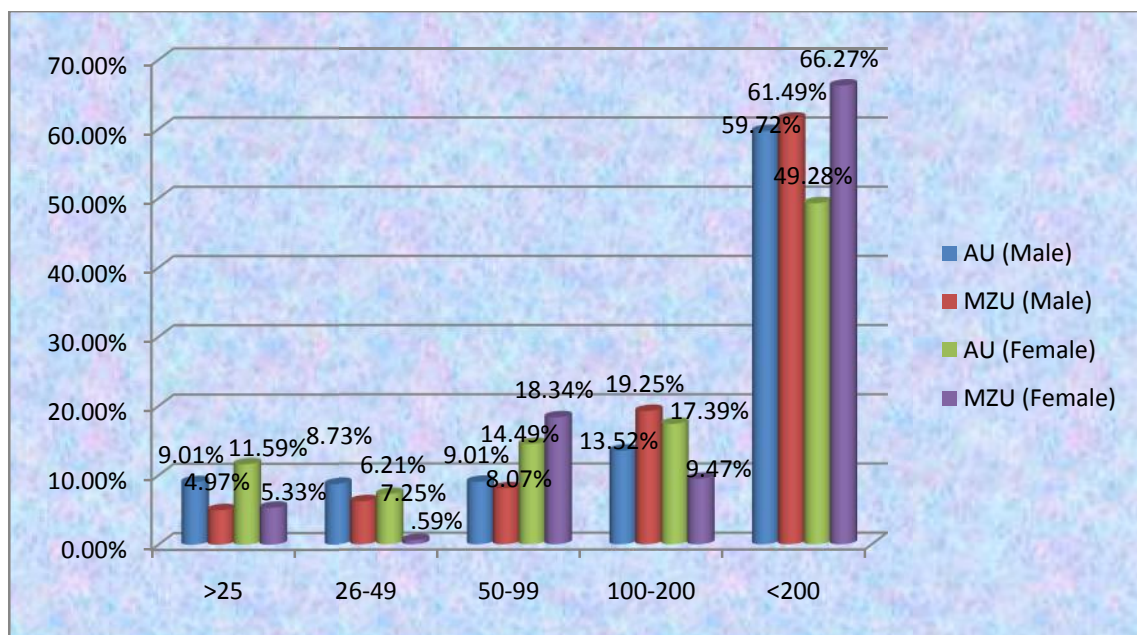
and 49.28% of female respondents having more than 200 friends/contacts on such sites. Whereas in Mizoram University, 4.97% of male and 5.33% of female respondents have less than 25 friends/contacts on SNSs, whereas 6.21 of male and 0.59% of female respondents have in between 26-49 friends/contacts, 8.07% of male and 18.34% of female respondents have contacts/friends in between 50-99, 19.25% of male and 9.47% of female respondents have in between 100 to 200 friends/contacts on such sites and maximum no. of respondents i.e. 61.49% of male and 66.27% of female respondents have more than 200 friends/contacts on social networking sites (Figure 60).

**4. T60: Gender wise Friends/contacts on SNSs of the Research Scholars**

No. of Friends on SNSs	Male		Female	
	Assam University	Mizoram University	Assam University	Mizoram University
	Percentage	Percentage	Percentage	Percentage
>25	9.01	4.97	11.59	5.33
26-49	8.73	6.21	7.25	0.59
50-99	9.01	8.07	14.49	18.34
100-200	13.52	19.25	17.39	9.47
<200	59.72	61.49	49.28	66.27

(Source: Primary Data)

**4. F60: Gender wise No. of Friends/Contact on SNSs of the Research Scholars**



(AU=Assam University, MZU=Mizoram University)

#### 4.2.61 Friends/contacts on SNSs of the Faculty Members & Research Scholars

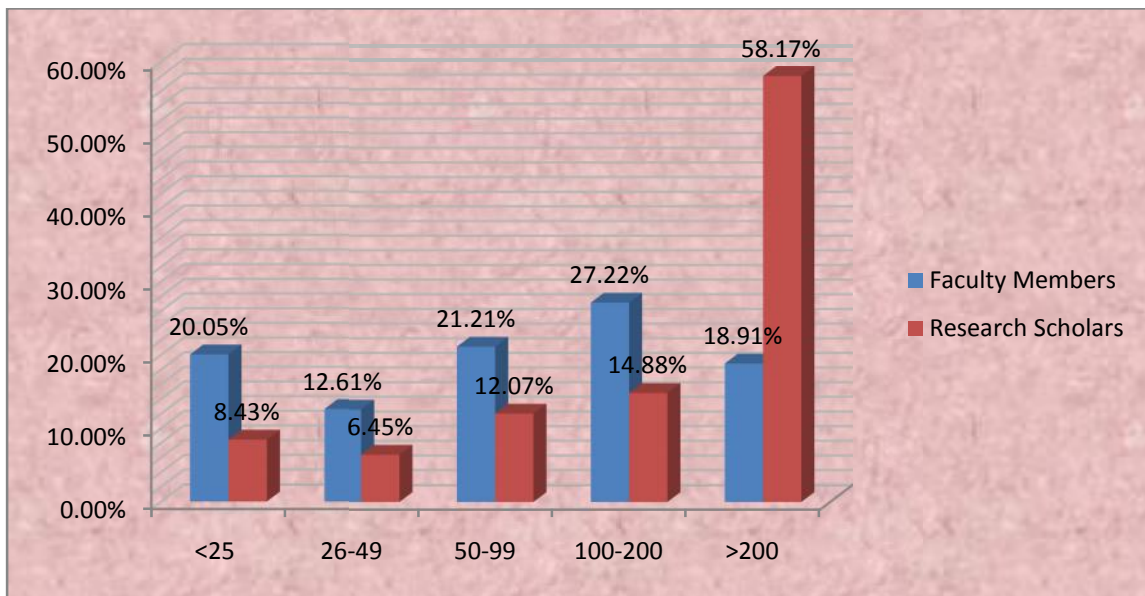
Table 61 indicates the number of friends/contacts of the faculty members and research scholars on social networking sites. which shows that 20.05% of faculty members having less than 25 friends/contacts on SNSs, whereas 12.61% of the faculty members have in-between 26-49 friends/contacts on these sites, 21.21% of the faculty members have friends/contacts on SNSs it in between 50-99, whereas 27.22% of the faculty members having in between 100 to 200 friends/contacts on these sites and 18.91% of the faculty members of both the universities having more than 200 friends/contacts on such sites. Whereas 8.43% of research scholars have less than 25 friends/contacts on SNSs, 6.45% research scholars have in between 26-49 friend/contacts, 12.07% of research scholars having friends/contacts in between 50-99, 14.88% of research scholars have in between 100 to 200 friends/contacts on such sites and most of the research scholars i.e. 58.17% having more than 200 friends/contacts on social networking sites (Figure 61).

**4. T61: No. of Friends/contacts on SNSs by the Faculty Members & Research Scholars**

Friends on SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
<25	70	20.05	81	8.43
26-49	44	12.61	62	6.45
50-99	74	21.21	116	12.07
100-200	95	27.22	143	14.88
>200	66	18.91	559	58.17
Total	349	100	961	100

(Source: Primary Data)

#### 4. F61: No. of Friends/contacts on SNSs by the Faculty Members & Research Scholars



#### 4.2.62 Timing of Accessing SNSs by the Research Scholars

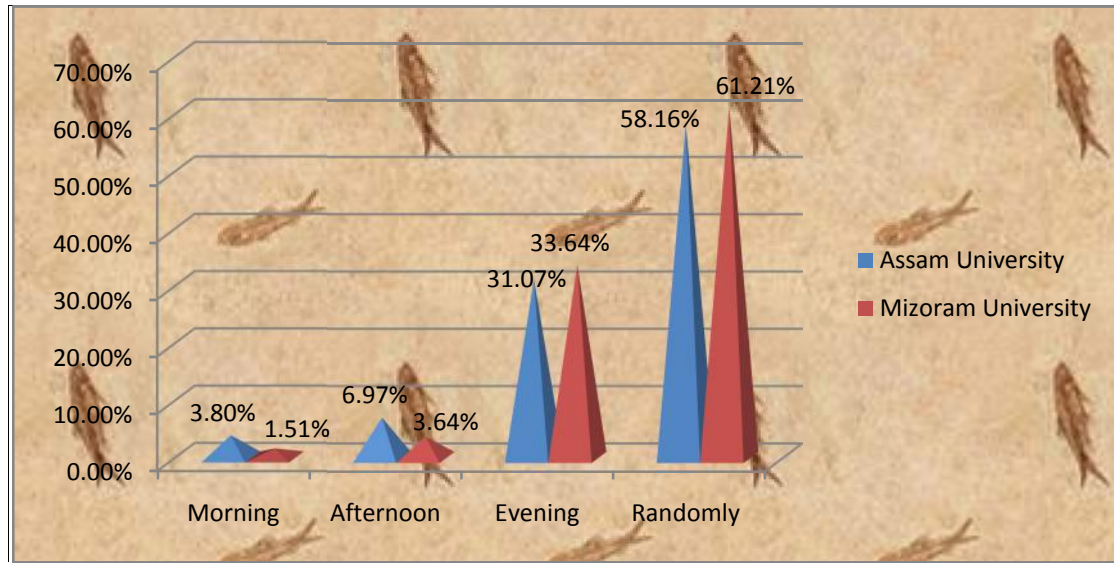
Table 62 indicates the preferable timing for accessing social networking sites by the research scholars of both the Universities. This presents that in Assam University only 3.80% of respondents accessing these sites in morning time, whereas 6.97% respondents access it in the afternoon, 31.07% respondents prefer to access them in the evening and most of the respondents i.e. 58.16% are accessing such SNSs randomly. Whereas in Mizoram University 1.51% respondents accessing it in the morning time, where 3.64% respondents accessing in the afternoon, 33.64% respondents access these sites in the evening and maximum respondents i.e. 61.21% are accessing such sites randomly (Figure 62).

#### 4. T62: Timing of Accessing SNSs by the Research Scholars

Timing of Accessing	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Morning	24	3.80	5	1.51
Afternoon	44	6.97	12	3.64
Evening	196	31.07	111	33.64
Randomly	367	58.16	202	61.21
Total	631	100	330	100

(Source: Primary Data)

#### 4. F62: Timing of Accessing SNSs by the Research Scholars



#### 4.2.63 Easiness with SNSs by the Research Scholars

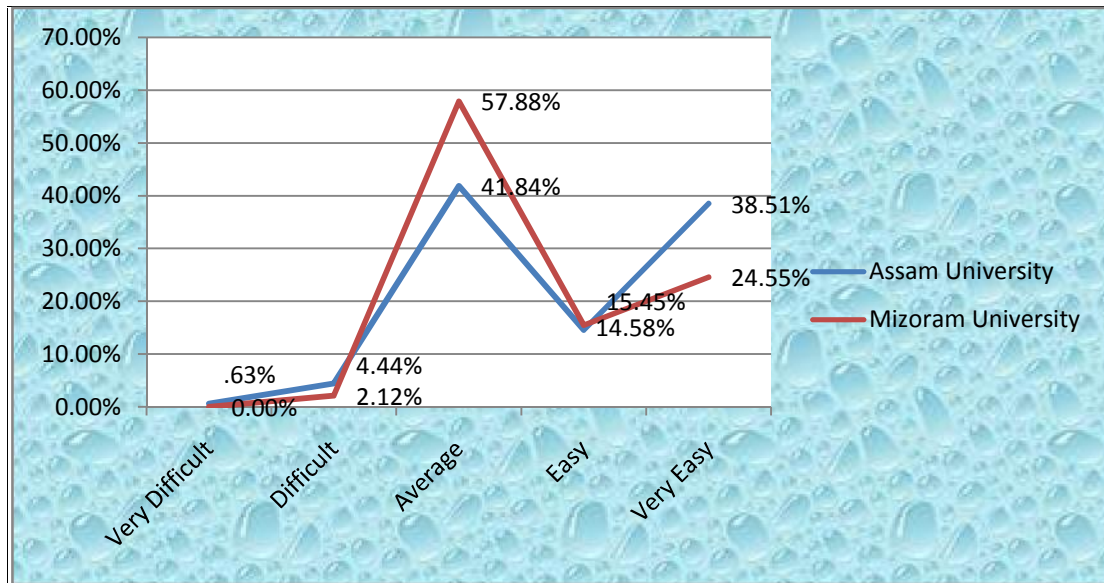
Table 63 Indicates the easiness of SNSs being accessed by the research scholars which shows that in Assam University 0.63% of respondents feel very difficult while accessing them, whereas 4.44% respondents feel difficult to use, where most of the research scholars i.e. 41.84% feel average (not difficult/not easy) while accessing them. 14.58% respondents feel easy to access and 38.51% respondents feel very easy to access such sites. Further in Mizoram University, 2.12% of respondents feel difficult to access, 57.88% respondents find it average to access these sites, where 15.45% respondents find easy to access and 24.55% of respondents find them very easy while accessing (Figure 63).

4. T63: Easiness with SNSs by the Research Scholars

Flexibility	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Very Difficult	4	0.63	0	0.00
Difficult	28	4.44	7	2.12
Average	264	41.84	191	57.88
Easy	92	14.58	51	15.45
Very Easy	243	38.51	81	24.55
Total	631	100	330	100

(Source: Primary Data)

#### 4. F63: Easiness with SNSs by the Research Scholars



#### 4.2.64 Easiness/Flexibility with SNSs by the Faculty Members and Research Scholars

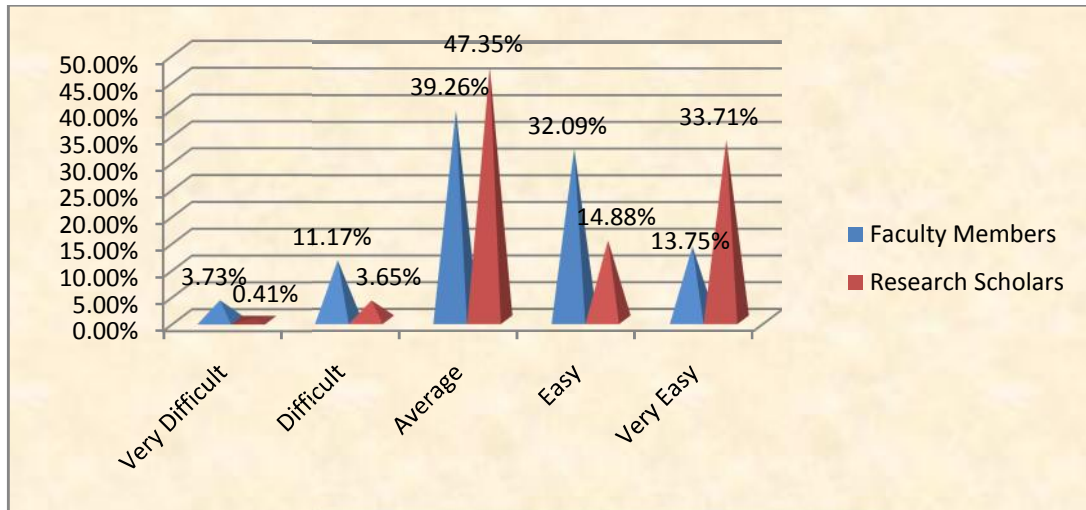
Table 64 indicates the flexibility/easiness of SNSs being accessed by the faculty members and research scholars of both the Universities. It shows that 3.73% of faculty members feel very difficult while accessing these sites, whereas 11.17% respondents feel difficult to use, where most of the faculty members i.e. 39.26% feel average (not difficult/not easy) while access. 32.09% respondents feel easy to access and 13.75% respondents feel very easy to access such sites. Further 0.41% of research scholars feel very difficult to access, 3.65% respondents find it difficult while access. 47.35% of respondents find average to access these sites, where 14.88% respondents find easy to access and 33.71% of research scholars find it very easy while accessing (Figure 64).

#### 4. T64: Easiness/Flexibility with SNSs by the Faculty Members & Research Scholars

Easiness/Flexibility with SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Very Difficult	13	3.73	4	0.41
Difficult	39	11.17	35	3.65
Average	137	39.26	455	47.35
Easy	112	32.09	143	14.88
Very Easy	48	13.75	324	33.71
Total	349	100	961	100

(Source: Primary data)

#### 4. F64: Flexibility with SNSs by the Faculty Members & Research Scholars



#### 4.2.65 Nature of Membership/friendship on SNSs of the Research Scholars

Table 65 shows the nature of membership/friendship of the research scholars on SNSs. It indicates that in Assam University, 27.26% of respondents have friendship with their colleagues, 59.43% respondents have contact with their personal friends, 3.17% respondents have friendship with strangers 8.87% respondents have membership with professionals and 1.27% respondents have contacts with acquaintance on these sites. Whereas in Mizoram University, 17.27% of respondents have membership with their colleagues, 71.82% respondents have membership with their personal friends on such sites, 2.12% respondents have contact with strangers, whereas 7.58% respondents having membership with professionals in their respective fields and 1.21% respondents have contact with acquaintance on SNSs. (Figure 65).

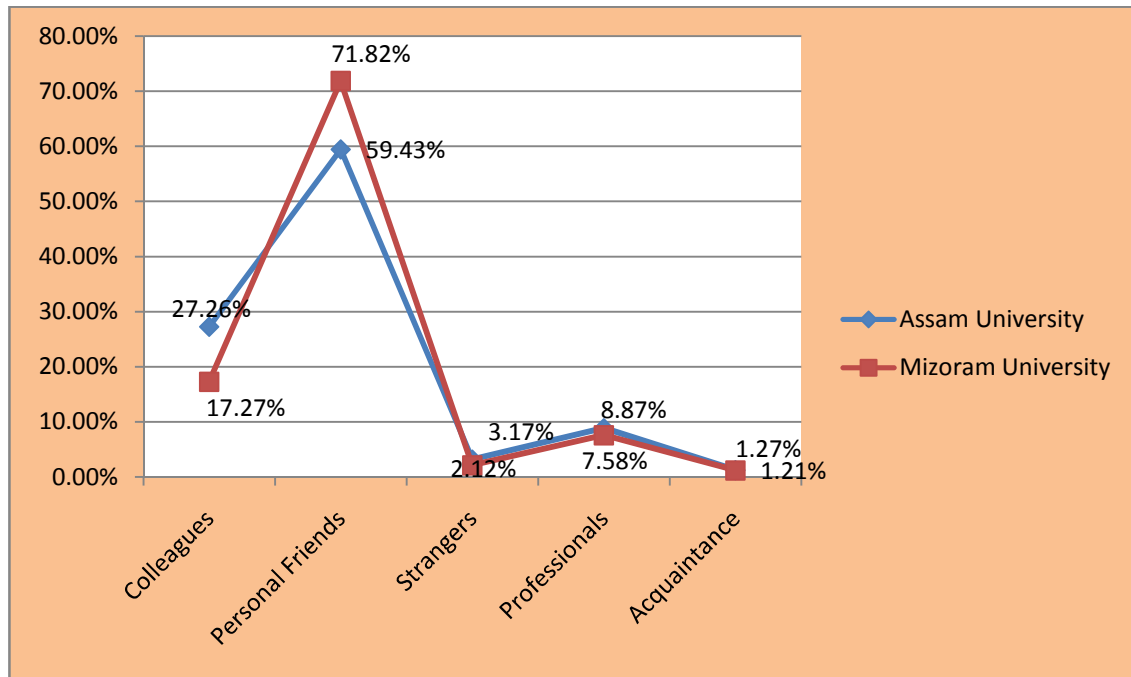
#### 4. T65: Nature of Membership on SNSs of the Research Scholars

Nature of Membership	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Colleagues	172	27.26	57	17.27
Personal Friends	375	59.43	237	71.82
Strangers	20	3.17	7	2.12
Professionals	56	8.87	25	7.58
Acquaintance	8	1.27	4	1.21
Total	631	100	330	100

(Source: Primary Data)



#### 4. F65: Nature of Membership on SNSs by the Research Scholars



#### 4.2.66 Satisfaction Level on SNSs by the Research Scholars

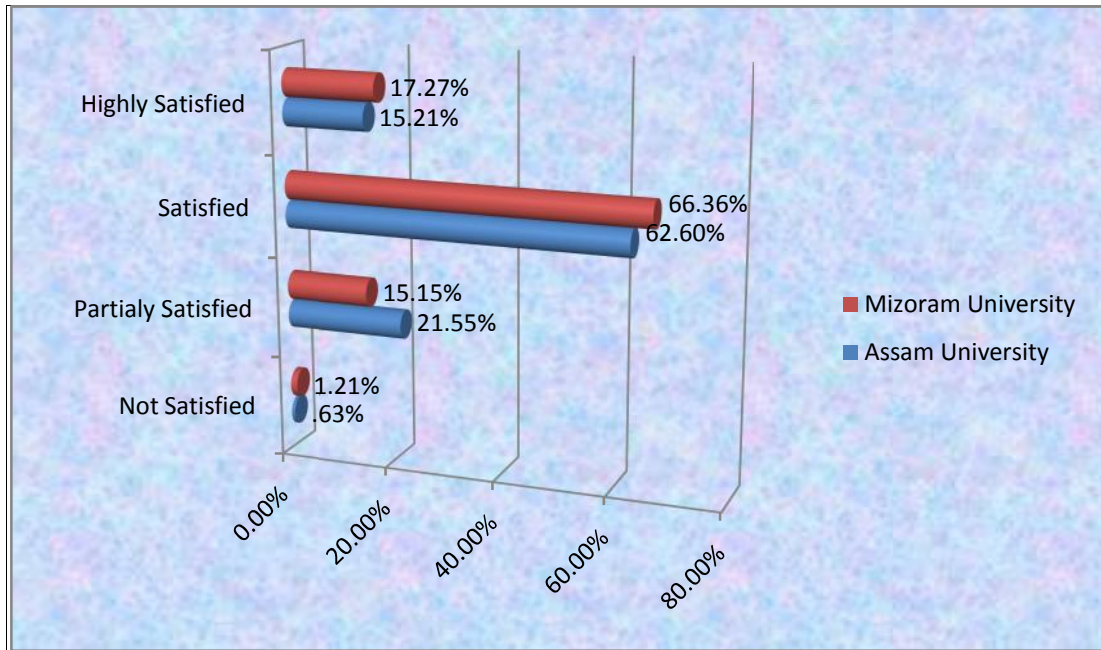
Table 66 shows the satisfaction level on social networking sites. It indicates that In Assam University 15.21% of research scholars are highly satisfied, whereas most of the respondents i.e. 62.60% are satisfied, 21.56% of respondents are partially satisfied and only 0.63% of respondent are not satisfied with social networking sites. Further at Mizoram University 17.27% of respondents are highly satisfied, whereas 66.36% of respondents are satisfied, 15.16% of respondents are partially satisfied and only 1.21% of respondents are not satisfied with features and services are available on Social networking sites (Figure 66).

#### 4. T66: Satisfaction level on SNSs by the Research Scholars

Satisfaction Level on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Highly Satisfied	96	15.21	57	17.27
Satisfied	395	62.60	219	66.36
Partially Satisfied	136	21.56	50	15.16
Not Satisfied	4	0.63	4	1.21
Total	631	100	330	100

(Source: Primary Data)

**4. F66: Satisfaction Level on SNSs by the Research Scholars**



**4.2.67 Satisfaction Level on SNSs by the Faculty Members & Research Scholars**

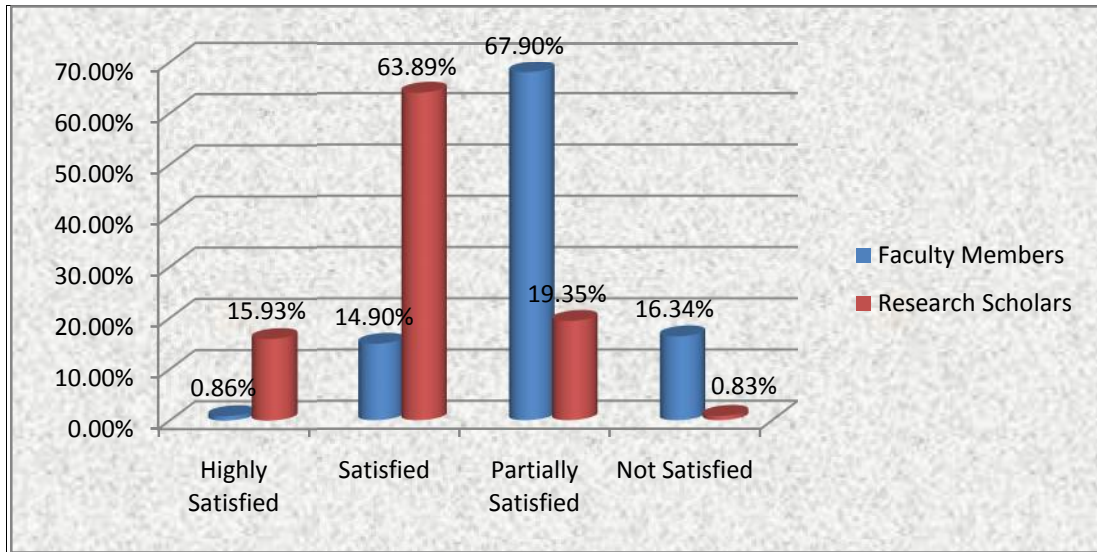
Table 67 shows the satisfaction level on social networking sites by the faculty members and research scholars of both the Universities. It indicates that 0.86% of faculty members are highly satisfied from SNSs, whereas 14.90% of faculty members are satisfied, most of the faculty members i.e. 67.90% are partially satisfied and 16.34% of faculty members are not satisfied from SNSs. Whereas 15.93% of research scholars are highly satisfied, 63.89% of research scholars are satisfied, 19.35% of research scholars are partially satisfied and 0.83% of research scholars are not satisfied from social networking sites (Figure 67).

**4. T67: Satisfaction Level on SNSs by the Faculty Members & Research Scholars**

Satisfaction Level on SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Highly Satisfied	3	0.86	153	15.93
Satisfied	52	14.90	614	63.89
Partially Satisfied	237	67.90	186	19.35
Not Satisfied	57	16.34	8	0.83
Total	349	100	961	100

(Source: Primary data)

#### 4. F67: Satisfaction Level on SNSs by the Faculty Members & Research Scholars



#### 4.2.68 Privacy on SNSs of the Research Scholars

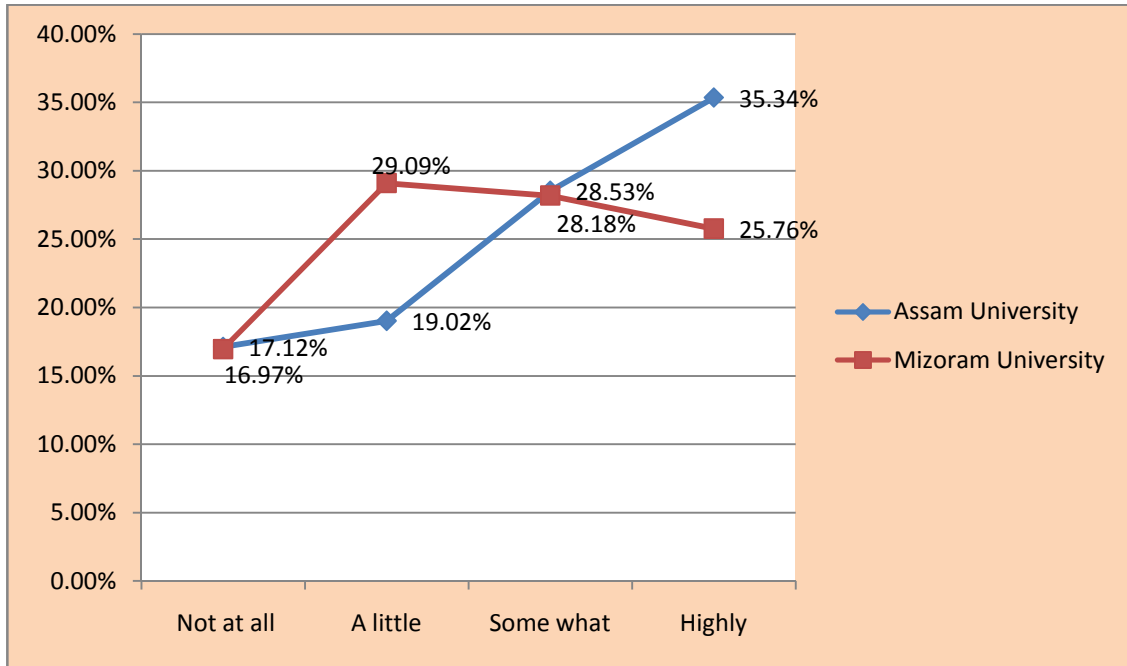
Table 68 presents the data related to the privacy of information submitted by the research scholars on social networking sites. Which indicates that in Assam University, 17.12% of respondents believe that no privacy is there on SNSs, whereas 19.01% respondents feel that little privacy is there, 28.53% respondents believe that somehow it has privacy, and most of the respondents i.e. 35.34% believe that it is highly secured for users privacy. Further in Mizoram University, 16.97% of respondents think that it has no privacy, whereas 29.09% respondents feel that it has little privacy, 28.18% respondents believe that somehow it has privacy and 25.76% respondents believe that it has high privacy on their information submitted on SNSs (Figure 68).

**4. T68: Privacy on SNSs of the Research Scholars**

Privacy on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not at all	108	17.12	56	16.97
A little	120	19.01	96	29.09
Some what	180	28.53	93	28.18
Highly	223	35.34	85	25.76
Total	631	100	330	100

(Source: Primary Data)

#### 4. F68: Privacy on SNSs of the Research Scholars



#### 4.2.69 Reliability of information on SNSs Access by Research Scholars

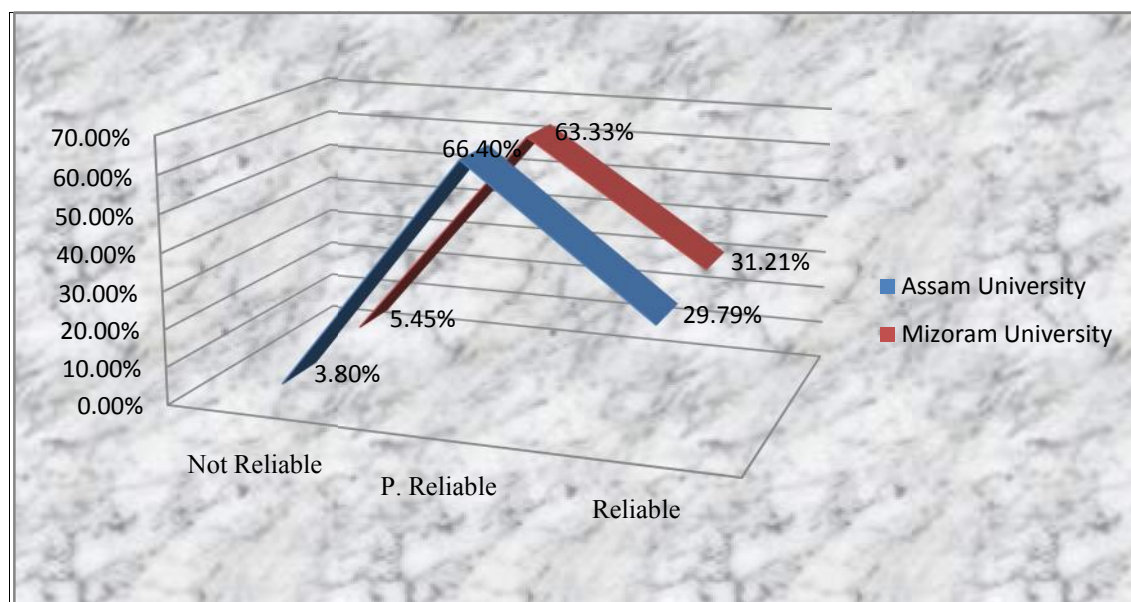
Table 69 presents the reliability of information available on SNSs. Which shows that at Assam University 3.80% of research scholars believe that the information available on these sites are not reliable, whereas most of the respondents i.e. 66.41% think that information available on SNSs are partially reliable, 29.79% of respondents feel that information available on such sites are reliable. Whereas in Mizoram University, 5.45% of respondents believe that on these site information are not reliable, where 63.33% of respondents feel that information available on these sites are partially reliable and 31.22% respondents says that information available on SNSs are reliable (Figure 69).

#### 4. T69: Reliability of Information on SNSs

Reliability of information on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not Reliable	24	3.80	18	5.45
Partially reliable	419	66.41	209	63.33
Reliable	188	29.79	103	31.22
Total	631	100	330	100

(Source: Primary data)

#### 4. F69: Reliability of Information on SNSs



#### 4.2.70 Impact of SNSs on Personal/Professional life of the Research Scholars

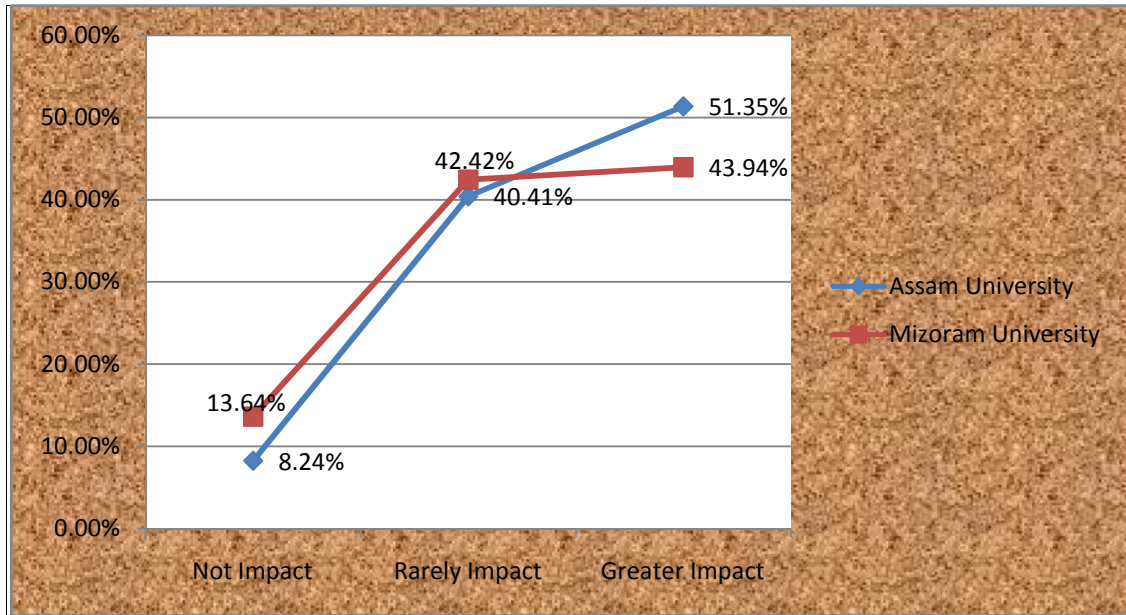
Table 70 presents the data related to the impact of SNSs on research scholars' personal and professional life. Which indicates that at Assam University, 8.24% of research scholars believe that it has no impact on their personal and professional life, whereas 40.41% research scholars feel that it rarely impact and most of the respondents i.e. 51.35% says that it has greater impact on their personal and professional life. Further in Mizoram University, 13.64% of research scholars think that it has no impact, whereas 42.42% research scholars feel that it rarely impact and most of the research scholars i.e. 43.94% believe that it has greater impact on their personal and professional life (Figure 70).

#### 4. T70: Impact of SNSs on Research Scholars

Impact of SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Not Impact	52	8.24	45	13.64
Rarely Impact	255	40.41	140	42.42
Greater Impact	324	51.35	145	43.94
Total	631	100	330	100

(Source: Primary Data)

#### 4. F70: Impact of SNSs on Research Scholars



#### 4.2.71 Impact of SNSs on Personal/Professional life of the Faculty Members & Research Scholars

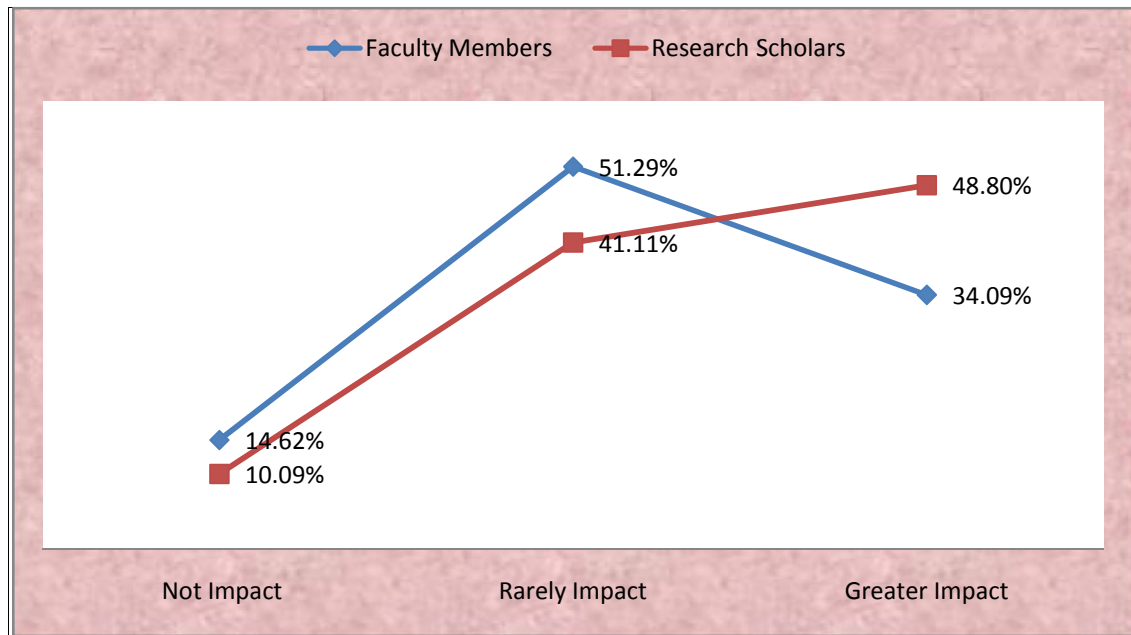
Table 71 presents the data related to the impact of SNSs on faculty member’s and research scholar’s personal and professional life. Which indicates that 14.62% of faculty members believe that it has no impact on their personal and professional life, whereas most of the faculty members i.e. 51.29% feel that it rarely impact and 30.09% faculty members says that it has greater impact on their personal and professional life. Further 10.09% of research scholars think that it has no impact, whereas 41.11% research scholars feel that it rarely impact and most of the research scholars i.e. 48.80% believe that it has greater impact on their personal as well as professional life (Figure 71).

#### 4. T71: Impact of SNSs on Personal/Professional life of the FM & RS

Impact of SNSs	Faculty Members		Research Scholars	
	Frequency	Percentage	Frequency	Percentage
Not Impact	51	14.62	97	10.09
Rarely Impact	179	51.29	395	41.11
Greater Impact	119	34.09	469	48.80
Total	349	100	961	100

(Source: Primary data) (FM=Faculty Members, RS=Research Scholars)

#### 4. F71: Impact of SNSs on Personal/Professional life of the FM & RS



#### 4.2.72 Problems being faced by the Research Scholars while Accessing SNSs

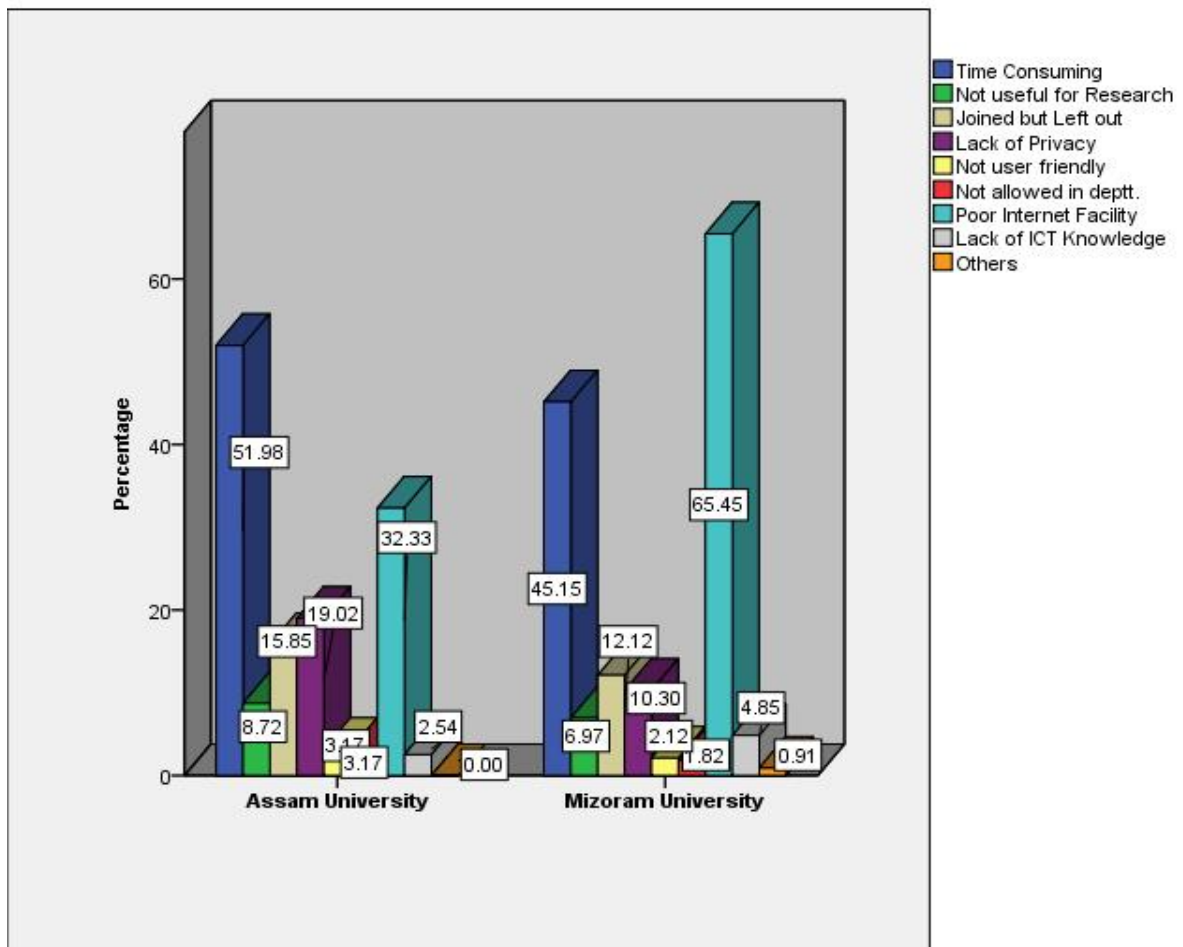
Table 72 indicates that the problems/hurdles being faced by the research scholars while accessing SNSs at Assam University and Mizoram University. It indicates that in the Assam University, 51.98% of research scholars said that it is time consuming, whereas 8.72% of research scholars feel that it is not useful for the research, 15.85% of research scholars joined but left out due to health and other problems, 19.02% of research scholars believe that it has leek the privacy, 3.17% of research scholars think that it is not user friendly, 3.17% research scholars said that it is not allowed in the department, whereas 32.33% of research scholars faced poor internet facility and 2.54% of research scholars face lack of ICT knowledge while accessing SNSs. Further at the Mizoram University, 45.15% of research scholars said that it is time consuming, whereas 6.97% of research scholars feel that it is not useful for the research, 12.12% of research scholars joined but left out due to health and other problems, 10.30% of research scholars believed that it has leek the privacy, 2.12% of research scholars think that it is not user friendly, 1.21% research scholars said that it is not allowed in the department, whereas 65.45% of research scholars faced poor internet facility and 2.54% of research scholars face lack of ICT knowledge and 0.91% of research scholars face other problems like health etc. while accessing SNSs (Figure 72).

#### 4. T72: Problems being faced by the Research Scholars

Problems being faced by Research Scholars	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Time Consuming	328	51.98	149	45.15
Not useful for Research	55	8.72	23	6.97
Joined but left out	100	15.85	40	12.12
Lack of Privacy	120	19.02	34	10.30
Not User friendly	20	3.17	7	2.12
Not Allowed in the Deptt.	20	3.17	4	1.21
Poor Internet facility	204	32.33	216	65.45
Lack of ICT knowledge	16	2.54	16	4.85
Others	0	0.00	3	0.91

(Source: Primary data)

#### 4. F72: Problems in Accessing SNSs by the Research Scholar





#### 4. 2. 73 Login ID on SNSs by the Research Scholars

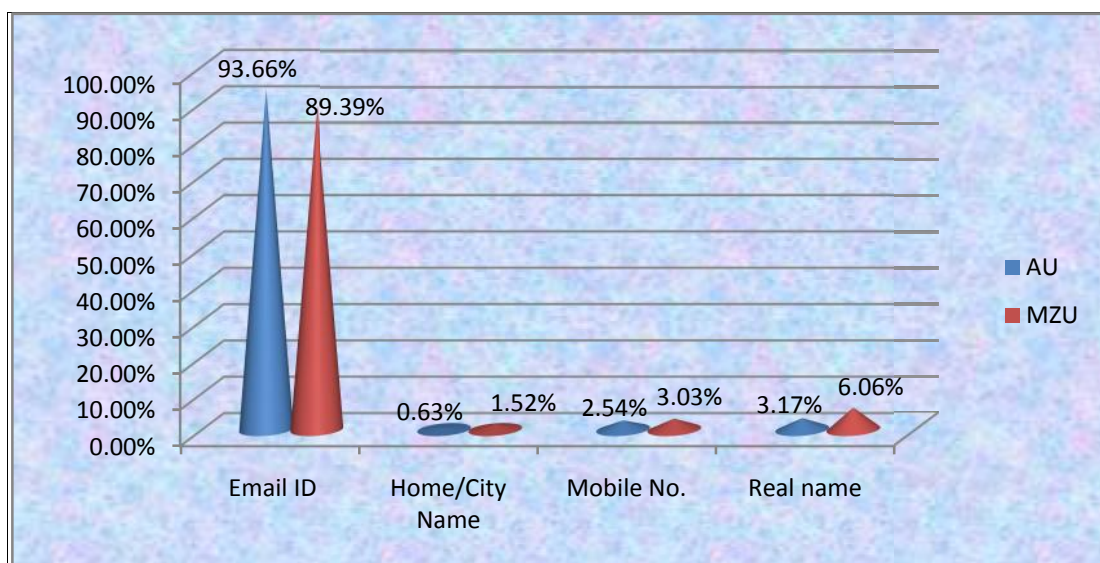
Table 73 presents the data regarding login ID for accessing SNSs by the research scholars, which indicates that at Assam University, most of the respondents i.e. 93.66% are logging these sites through their email ID, 0.63% of respondents use their home/city name for login, whereas 2.54% respondents access through their mobile no. and 3.17% respondents login through their real name. Further at Mizoram University, 89.39% of respondents login these sites through their email ID, whereas 1.52% respondents access them from their home/city name, 3.03% respondents accessing such sites through their mobile no. and 6.06% of respondents login SNSs through their real name (Figure 73).

**4. T73: Login ID on SNSs by the Research Scholars**

Login ID on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Email ID	591	93.66	295	89.39
Home/City Name	4	0.63	5	1.52
Mobile No.	16	2.54	10	3.03
Real name	20	3.17	20	6.06
Total	631	100	330	100

(Source: Primary Data)

**4. F73: Login ID on SNSs by the Research scholars**



(AU= Assam University, MZU= Mizoram University)

#### 4.2.74 Victims of Social Networking Bullying

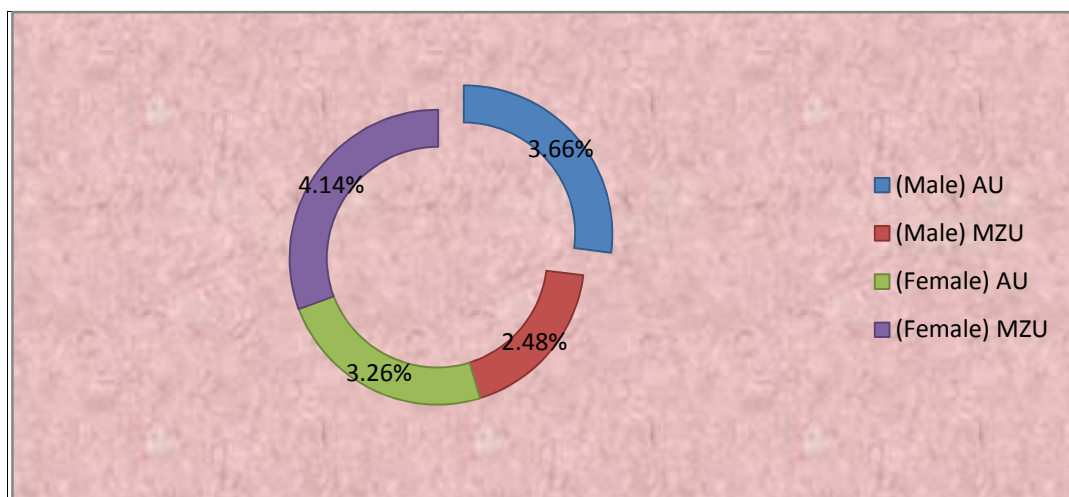
Table 74 indicates the data regarding victim of social networking bullying of both the Universities which shows that at Assam University 3.66% of male research scholars have become victims of social networking bullying, whereas 3.26% of female research scholars became victim of SNSs bullying. Further in Mizoram University 2.48% of male research scholars became victim of social networking bullying whereas 4.14% of female research scholars became victim of social networking bullying (Figure74).

**4. T74: Victims of Social Networking Bullying**

Gender	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Male	13	3.66	4	2.48
Female	9	3.26	7	4.14
Total	22	6.92	11	6.62

(Source: Primary data)

**4. F74: Victims of Social Networking Bullying**



(AU=Assam University, MZU=Mizoram University)

#### 4.2.75 Preferred Interaction by the Research Scholars

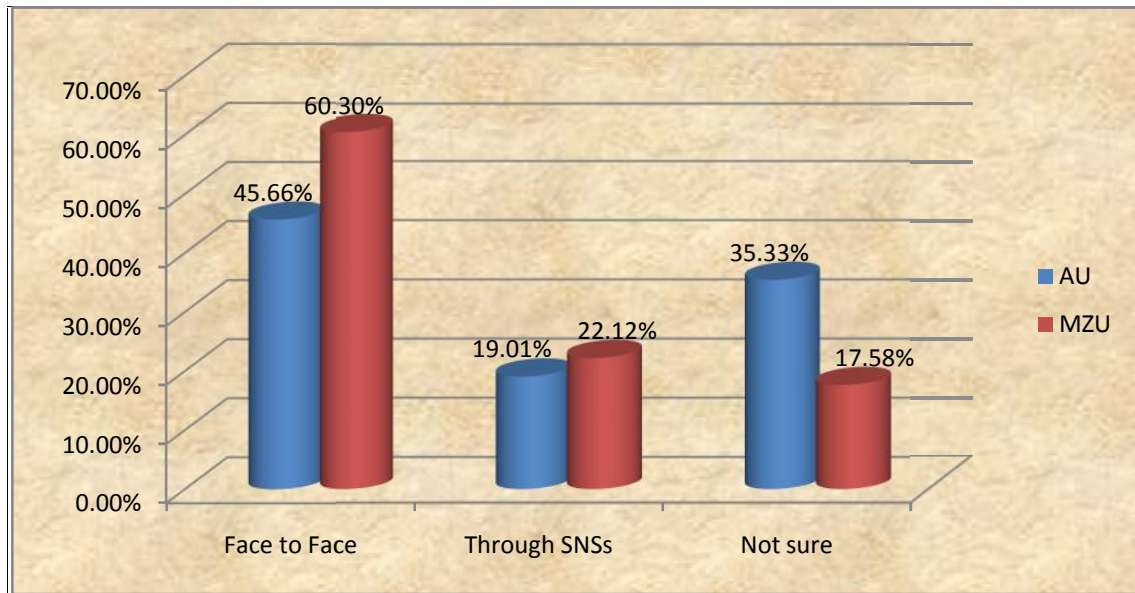
Table 75 indicates that 19.01% of research scholars of Assam University prefer to do the interaction on social networking sites rather than face to face. Whereas in Mizoram University 22.12% of research scholars preferred social networking sites for interaction rather than face to face (Figure75).

#### 4. T75: Preferred Interaction by the Research Scholars

Preferred Interaction by Research Scholars	University			
	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Face to Face	288	45.66	199	60.30
Through SNSs	120	19.01	73	22.12
Not sure	223	35.33	58	17.58
Total	631	100	330	100

(Source: Primary Data)

#### 4. F75: Preferred Interaction by the Research Scholars



(AU= Assam University, MZU= Mizoram University)

#### 4.2.76 Need of Features on SNSs by the Research Scholars

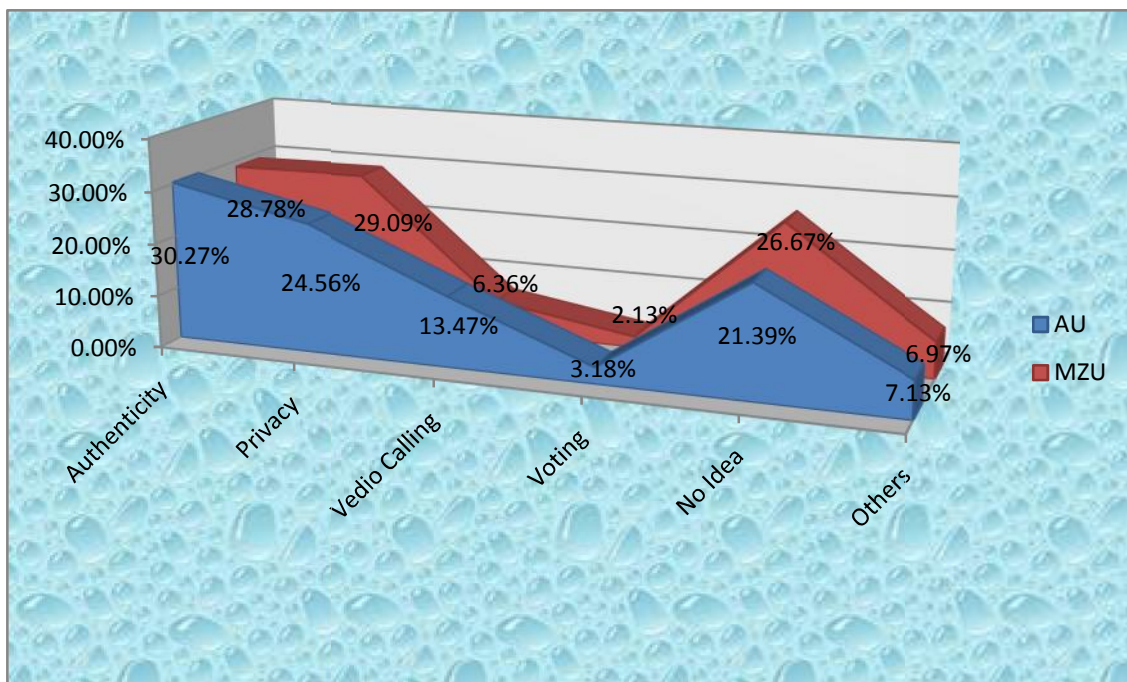
Table 76 presents the advanced features which should be available on SNSs as per the opinion of research scholars, which indicates that 30.27% of research scholars wants that data available on SNSs should be more reliable and authentic, 24.56% research scholars like to see the privacy, 13.47% research scholars want that video calling facility should be provided by SNSs, 3.18% research scholars feel that voting of several election should be conducted through SNSs, 21.39% of research scholars don't have any ideas and 7.13% of research scholars like to see journals, study materials and so on, at Assam University. Whereas in Mizoram University 28.78% of research scholars needs reliability and authenticity of SNSs, 29.09% of research scholars wants more privacy, 6.36% research

scholars need video calling features on SNSs, 2.13% respondents think that voting should be through SNSs, 26.67% research scholars don't have any ideas and 6.97% research scholars like to see some other features like study materials, offline accessibility and so on, should be available at social networking sites (Figure76).

#### 4. T76: Features which should be available on SNSs

Features most like to see on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Authenticity	191	30.27	95	28.78
Privacy	155	24.56	96	29.09
Video calling	85	13.47	21	6.36
Voting	20	3.18	7	2.13
No Idea	135	21.39	88	26.67
Others	45	7.13	23	6.97
Total	631	100	330	100

#### 4. F76: Features which should be Available on SNSs



(AU= Assam University, MZU= Mizoram University)

#### 4.2.77 Reluctant Features on SNSs by Research Scholars

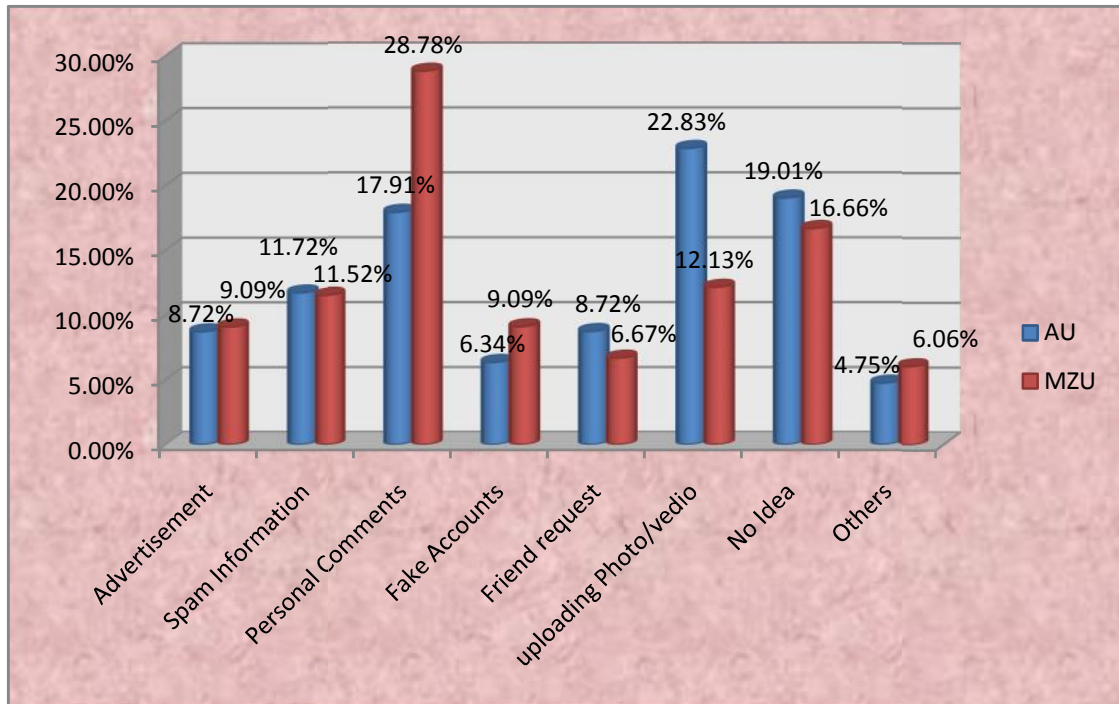
Table 77 presents the features which are most disliked by the respondents, which shows that at Assam University 8.72% of respondents dislike the advertisement on SNSs, 11.72% respondents don't want to see the spam information, whereas 17.91% respondents dislike the personal and light comments, 6.34% respondents dislike fake accounts on SNSs, 6.34% respondents dislike friend request, 22.83% respondents dislike to upload personal photo/videos, 19.01% respondents don't have any idea, and 4.75% respondents dislike others features like bad images, and pictures etc. Whereas in Mizoram University 9.09% of respondents dislike advertisements, 11.52% respondents dislike spam information. 28.78% respondents dislike personal comments, 9.09% respondents dislike fake accounts, 6.67% respondents dislike unwanted friends request, 12.13% respondents dislike uploading personal photo/videos, whereas 16.66% respondents don't have any idea in this regards and 6.06% of respondents dislike other features like unwanted messages and bad pictures etc, on social networking sites (Figure 77).

**4. T77: Features which is most dislike on SNSs by Research Scholars**

Features most dislike on SNSs	Assam University		Mizoram University	
	Frequency	Percentage	Frequency	Percentage
Advertisement	55	8.72	30	9.09
Spam Information	74	11.72	38	11.52
Personal Comments	113	17.91	95	28.78
Fake Accounts	40	6.34	30	9.09
Friend request	55	8.72	22	6.67
Uploading Photo/video	144	22.83	40	12.13
No Idea	120	19.01	55	16.66
Others	30	4.75	20	6.06
Total	631	100	330	100

(Source: Primary data)

#### 4. F77: Features which is most dislike on SNSs by Research Scholars



(AU=Assam University, MZU=Mizoram University)

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## 5.1 Introduction

This chapter presents a summary of the purpose, approach and finding of the present research. The findings are discussed and recommendations are made for further investigation.

The present research aimed to examine the Role of social networking sites in information communication being use by the Faculty members and Research Scholars of Assam University and Mizoram University. The data for research were collected through structured questioner answered by Faculty members and Research Scholars of both the Universities namely Assam University, Silchar and Mizoram University Aizawl and their finding are given below.

## 5.2 Findings

The analysis of the data collected through questionnaires has revealed a number of findings with regards to role of social networking sites in information communication being use in teaching and research by the Faculty members and Research scholars of Assam University and Mizoram University.

The following are the major findings of the present Research:

- It is observed that majority of the faculty members and research scholars from both the Universities are aware of the social networking sites, having accounts on them and using those for their day to day communication to support the teaching-learning activities.
- It is found that most of the faculty members i.e. 58.17% of Assam University and 62.41% at Mizoram University are in the age group of 31-40 years who are active user of SNSs.
- Most of the research scholars i.e. 80.35% of Assam University and 82.42% at Mizoram University are in the age group of 21-30 years who are actively using social networking sites for their day to day information communication.
- It is revealed that majority of the faculty members i.e. 34.13% at Assam University and 31.91% at Mizoram University who are active on these sites having teaching experience of 6-10 years.

- The majority of the faculty members i.e. 34.13% at Assam University and 33.33% at Mizoram University have more than 20 research publications on their accounts and agreed that SNSs are helpful in teaching and research.
- Most of the research scholars i.e. 65.77% at Assam University and 62.12% at Mizoram University have research publications in between 1-5 who are being benefited from SNSs.
- Face book is the most favourite SNSs followed by LinkedIn, being accessed by all category of faculty members i.e. 92.31% at Assam University and 92.91% of Mizoram University.
- Most of the research scholars i.e. 95.56% at Assam University and 95.76% at Mizoram University commonly access Facebook followed by Whatsapp, social networking sites for their day to day information communications.
- 39.40% of the faculty members of Assam University and 50.35% of faculty members at Mizoram University are using Personal computer as a tool for accessing social networking sites for information communication.
- Laptop is a most favoured access tool by the research scholars of Assam University, whereas the research scholars of Mizoram University preferred the Mobile for accessing social networking sites as a tool.
- Home/Hostel is the most suitable place for accessing social networking sites for information communication by the faculty members as well as research scholars of both the Universities i.e. Assam University and Mizoram University.
- With regard to the frequency of accessing social networking sites by the faculty members of Assam University are little bit high i.e. 49.05% are accessing several times in a day, whereas 46.81% of the faculty members of Mizoram University are accessing these sites several times in a day for information communication.
- 64.50% of the research scholars at Assam University are accessing social networking sites several times in a day and 65.76% of the research scholars at Mizoram University access such sites several times in a day for their day to day information communication.
- The majority of the faculty members i.e. 42.79% of Assam University and 47.52% of Mizoram University are spending less than one hour in a day for accessing social networking sites, followed by research scholars of both the Universities i.e.

- 32.33% of Assam University and 42.12% of Mizoram University for their day to day information communication.
- 51.06% of the faculty members at Mizoram University are using social networking sites since more than 04 years followed by 41.83% of faculty members of Assam University.
  - In connection with the purposes for accessing social networking sites, it indicates that 38.02% of the faculty members at Assam University use social networking sites to find their relevant information followed by 36.17% of faculty members at Mizoram University.
  - 51.67% of research scholars at Assam University are using social networking sites to find their desired information followed by 36.89% of research scholars at Mizoram University accessing it for the same purpose.
  - To enlarge the information circle we need maximum number of friends/contacts, in this regards 28.37% of faculty members at Assam University having friends/contacts in between 100 to 200 followed by 25.53% of faculty members at Mizoram University.
  - The research scholars of Mizoram University are having rich friends/contact circle than Assam University research scholars i.e. 63.94% at Mizoram University and 55.15% of research scholars at Assam University having more that 200 friends/contact on social networking sites which shows importance and significance of social networking sites.
  - The easy accessibility of social networking sites indicates that most of the faculty members as well as research scholars from both the Universities opine the opinion that they are accessing these sites randomly for information communication.
  - 40.38% of the faculty members at Assam University, who are accessing these sites actively, feel that it is neither difficult nor easy to access, followed by 37.59% of faculty members at Mizoram University, and the majority of the research scholars of both the Universities are in the same opinion.
  - In regard to the membership on social networking sites, the personal friends are the first choice followed by the colleagues in all categories of users i.e. faculty members and research scholars as well at both the Universities.

- 66.83% of faculty members at Assam University are partially satisfied about information and services provided by the social networking sites, whereas 69.51% of faculty members at Mizoram University are also in the same opinion.
- 66.36% of research scholars at Mizoram University and 62.60% of research scholars at Assam University are satisfied from the information, features and services provided by social networking sites.
- With regard to the reliability of information available on social networking sites, the majority of the respondents i.e. 57.69% of faculty members at Assam University and 67.38% of faculty members at Mizoram University are in opinion that the information available on SNSs are partially reliable followed by the 64.41% of research scholars at Assam University and 63.33% of research scholars at Mizoram University.
- 52.49% of faculty members at Mizoram University and 50.48% of faculty members at Assam University believe that social networking sites rarely impact on their personal and professional life, but 51.35% of research scholars at Assam University and 43.94% of research scholars at Mizoram University are in the opinion that SNSs has greater impact on their personal and professional life.
- In connection with the problems, barriers or hurdles which are being faced by the faculty members and research scholars at both the Universities, while accessing social networking sites, It indicates that the most of the faculty members i.e. 71.15% at Assam University and 66.67% at Mizoram University face shortage of time followed by the problems of poor internet facility for accessing SNSs.
- 65.45% of the research scholars at Mizoram University are facing problem of poor internet facility for accessing social networking sites for information communication followed by 51.98% of research scholars at Assam University who are facing hurdles of shortage of time.
- While providing the information as login ID on SNSs the most of the respondents in all categories are using their e-mail identification for accessing these sites.
- As we know that every coins have two sides, in the same way apart from the several benefits of SNS it has some weakness too. The present research identified the victims of social networking bullying which shows that 1.38% of male and 1.59% of female faculty members at Assam University are victims of social networking bullying, whereas at Mizoram University no male faculty members

faced this accidents but 7.89% of the female faculty members faced social networking bullying, this ratio is quite higher in comparison to the Assam University.

- With regard to the victims of social networking bullying faced by the research scholars, the male victims are higher at Assam University in comparison to the Mizoram University, whereas the number of female victims at Mizoram University is higher than Assam University i.e. 3.66% of male research scholars and 3.26% of the female research scholars at Assam University and 2.48% of male and 4.14% of female research scholars at Mizoram University who have been victims of social networking bullying.
- As result the interaction on social networking sites are becoming more and more popular day by day, hence 20.57% of the faculty members at Mizoram University and 16.35% of faculty members at Assam University are preferring to do the interaction on SNSs rather than face to face, whereas 22.00% of research scholars at Mizoram University and 19.01% of research scholars at Assam University are in the same opinion.
- In the time of information explosion on the social networking sites 30.29% of faculty members at Assam University would like see the more Authenticity and reliability of SNSs, whereas Mizoram University 34.05% of faculty members desire the same, the research scholars also wants the authenticity and privacy of information should be improved by the social networks.
- With regard to the proper utilization of SNSs, the majority of respondents are in the opinion that many things should be removed on SNSs i.e. display of unwanted information, images, advertisement and so on.
- The research indicates that social networking sites are quite popular and beneficial for academic uses which are being use positively by the faculty members and research scholars at Assam University and Mizoram University.

### **5.3 Challenges of using Social Networking Sites**

Challenges related with accessing social networking sites by the faculty members and research scholars include the following:

- Social networking could need considerable time commitment from faculty members and research scholars,
- Social networking could require technological expertise, for its easy and quick access,
- SNSs could be a challenged for faculty members as well as research scholars to access their desired and relevant information or deliver social media content in a bilingual or multilingual languages,
- Levels of interest in and skills with using social networking vary extremely across the world,
- There are unlimited scope to support more advanced social networking usage/ features and the training that would be required to enable this,
- An educational institution needs to work hard to maintain engagement with its users and attract popularity (followers, likes and so on),
- There are potential copyright issues when using social networking such as YouTube to build collections,
- External factors such as Internet connectivity, technological infrastructure and Institutional restrictions on the use of social media may restrict access.

#### **5. 4 Scope for further Research**

The research described above and incorporated in this special theme section contributes to an ongoing research about the role and importance of social networking sites, both for faculty members as well as research scholars. Huge, unexplored waters still remain to be explored. Methodologically, SNS researchers' capability to make causal claims is limited by a lack of experimental or longitudinal studies. Although the circumstances are changing very fast, faculty members and research scholars still have a limited understanding of who is and who is not using these sites, why, and for what purposes, especially in India. Such questions will require large-scale quantitative and qualitative research. More affluent, ethnographic research on populations more difficult to access (including non-users) would further aid scholars' ability to understand the long-

standing implications of these tools. I hope that the work described here and included in this collection will help to build a foundation for future investigations of these and other significant issues surrounding social networking sites.

If faculty members and research scholars do not clearly promote professional goals that SNS can efficiently help them to achieve (e.g. building a community of learners), then is there any value for these faculty members and research scholars to use social networking sites in a professional manner.

How do the faculty members and research scholars access different social networking sites for professional and educational purposes and how does online participation through social networks relate to faculty members' and research scholars' position, age, discipline, gender, and other personal characteristics?

## **5.5 Conclusion**

The present study concludes that today, social networking sites have become one of the largest platforms for the teaching and learning communities to share and experience the real time information for personal as well as for academic purposes to connect and expand their professional network. The above findings indicate that social networking is being used by the faculty members and researchers in the two universities namely Assam University and Mizoram University surveyed. However, it is elevated time that the faculty members and research scholars should start accessing such sites for academic/research purposes to gain information on the latest developments in their field concern, seek opinions of other colleagues and experts on their methods of teaching and research outputs, etc. By using the social networking sites the faculty members and research scholars can have access to a large population. They should use certain academic social networking sites like academia.edu, Mendeley, Research Gate, Zotero, Scholastica, LinkedIn and so on.

To upload their study material, assignments and project materials, publications, their CV, join conversations in scholarly communities and select from a range of interests to follow, make comments and track progress within the groups they created. For this purpose, the libraries of these Universities can play an important role by using SNSs to alert users, to indicate additions of their collections, to provide links to articles, videos,

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web contents, provide search tips, respond to faculty and researcher's comments and so on, that might be useful to the faculty members and research scholars. The libraries can also create forums to promote library activities and use the SNSs as a marketing tool for the services available to the faculty members as well as research scholars. Even, the "ask-a-librarian" services can be offered to the research scholars through the social networking sites. Thereby "getting everyone on board" for a combined research atmosphere.

Obviously more than a passing trend, almost every community and educational leader now knows that the social networking and digital media revolution is here to stay as part of the framework of how we can communicate and narrate to each other. Now the advanced technology has introduced new forms of linking and networking through social networking platforms. While this study has investigated the link between social networking sites and Universities' faculty member's and research scholar's success, initial findings contemplate that these sites allow faculty members and research scholars to access and share information easily, and allow them to maintain and develop networks with virtual easiness. Several Universities are experimenting with the texting and social media to keep students informed about Universities news, deadlines, services, job opportunities, and other resources and so on.

Based on analysis of surveyed data, it is revealed that, the Assam University and Mizoram University leaders should think that social networking sites has the potential to play a key role in several aspects of the University experience, from promotion and engagement to developing a highly trained workforce.

There also seems to be a strong interest in determining how to include social networking sites effectively and efficiently into academic matters, teaching-learning, and what goes on inside campus and classrooms. At the same time, it was also found that some University influential are unsure or they simply do not know what role social networking sites should play in their institutions. Furthermore, Universities and College leaders do not have concrete examples of effective use of social media to accomplish the variety of purposes mentioned in this research. It is necessary to collaborate with Universities and college faculty members and research scholars with good research and with set examples of effective practices that can inform their social networking strategies, successful implementation, and timely and on-going evaluation.

## 5.6 Suggestions

Based on the findings and conclusions of the present research, the following suggestions and recommendations are suggested for adoption in an effort to access the social networking sites to improve the scholarly communication and uses by the faculty members and research scholars of Assam University, Silchar and Mizoram University, Aizawl-

- ✚ I advocate the faculty members and research scholars of both the Universities should formulate policies on the use of social networking sites, such a policy should be designed in a way to include: a designated faculty member or staff at a senior management level, with appropriate professional qualifications, to be responsible for the planning, implementation, operation and monitoring of services of the social network site for constructive and scholarly use,
- ✚ The research has brought out that the potential of SNSs in higher education has not been optimally explored and utilized,
- ✚ It can provide direction for open discussions and information allowing social interaction, thereby facilitating knowledge building and sharing,
- ✚ To promote the use of social networking, hosting of popular social networking links on University's websites should be undertaken and managed,
- ✚ It is recommended to educate and publicise to the educational social networking sites for maximum scholarly use by the faculty members and research scholars.
- ✚ Expertise should be sought from International Universities and institutions for assistance and maximum use of SNSs.
- ✚ It is recommended that both the Universities should spearhead the implementation of social networking tool.
- ✚ Constant evaluation of the social networking sites should be carried out to establish areas require attention. Evaluation is important because it helps to match objectives of the social networking sites with performance.
- ✚ To minimize the negative effect of Social Networking sites, it is crucially important to educate our faculty members and research scholars on healthy use of information and communication technology as well as providing them a healthy atmosphere.

- ✚ SNS will complement the effect of the Universities' formal website. If this is achieved, then SNSs may function as a platform of motivating, informal learning by fruitful communication between the faculty members and research scholars.
- ✚ The users should install the pop-up blocker in their systems to block the unwanted images, pictures, websites etc., while accessing social networking sites.
- ✚ An active antivirus must be installed in the personal computer, laptop, mobile etc., to detect and protect from virus.

## **5.7 Privacy and safety concerns**

The privacy and safety of the information of the faculty members and research scholars submitted on social networking sites have been covered extensively in the SNSs recently. Privacy measures are provided on several social networking sites to attempt to provide their users with high protections for their personal and professional information placed on SNSs. Most of the users were less aware and seemingly unwilling to consider the same, there could be a more serious side to this activity. Several quantitative researches investigated the awareness of privacy settings among the users, along with other media literacy issues. The user's understanding and their concern about potential risks were also investigated qualitatively.

**A Research Questionnaire**

**TOPIC: - ROLE OF SOCIAL NETWORKING SITES IN INFORMATION COMMUNICATION: A STUDY OF FACULTY MEMBERS AND RESEARCH SCHOLARS OF ASSAM UNIVERSITY AND MIZORAM UNIVERSITY**

**Please fill the information in blank space/put a tick mark (√)**

1. **Name:** \_\_\_\_\_

2. **Designation:** \_\_\_\_\_

3. **Department:** \_\_\_\_\_

4. Gender-Male [     ]                      Female [     ]

5. Age Group –

Sl.No.	Age between (Years)	Please tick (√)
A	21-30	
B	31-40	
C	41-50	
D	More than 50	

6. Teaching/Research Experiences-

Sl. No.	Teaching/Research Experience (Years)	Please tick (√)
A	1-5	
B	6-10	
C	11-15	
D	More than 15 Please specify_____	

7. How many publication do you have?

Sl. No.	Publications	Please tick (√)
A	1-5	
B	6-10	
C	11-20	
D	More than 20 Please specify_____	

8. Which Social Networking sites (SNSs) do you have account (s)? (Multiple answers permitted)

Sl. No.	Social Networking Sites	Please tick (√)
A	Facebook	
B	WhatsApp	
C	Twitter	
D	Research Gate	
E	LinkedIn	
F	Academia.edu	
G	Google+	
H	MySpace	
I	Blogger.com	
J	Others Please specify _____	

9. In which tools you are accessing SNSs? (Give your preferences)

Sl. No.	Tools of using SNSs	Please write (1, 2, 3....)
A	Laptop	
B	P.C.	
C	Mobile	
D	Others, Please specify _____	

10. Where you access SNSs? (Give your preferences)

Sl. No.	Place of accessing SNSs	Please write (1, 2, 3....)
A	Department	
B	Computer Centre	
C	Home	
D	Cyber Cafe	
E	Others Please specify _____	

11. Frequency of using SNSs – Please tick (√)

Sl. No.	Occasionally	Once a week	Once in a Day	Twice in a Day	Several time in a day
A					

12. Duration of using SNSs

Sl.No.	Hours in a Day	Please tick (√)
A	Less than 01 hour	
B	1-2	
C	2-3	
D	3-4	
E	More than 4 hours	

13. How long have you been using social networking sites?

Sl.No.	Period of using SNSs (Years)	Please tick (√)
A	Less than 01 year	
B	1-2 years	
C	2-3 years	
D	3-4 years	
E	More than 4 years	

14. Which SNS do you access most? (Give your preferences)

Sl. No.	Social Networking Sites	Please Write (1, 2, 3...)
A	Facebook	
B	WhatsApp	
C	Twitter	
D	Research Gate	
E	LinkedIn	
F	Academia.edu	
G	Google+	
H	MySpace	
I	Blogger.com	
J	Others Please specify _____	

15. What are the purposes of using SNSs? (Give your preferences)

Sl. No.	Purpose	Please write (1, 2, 3....)
A	Message/Chat	
B	Find New Friends	
C	Searching Information	
D	Sharing experiences	
E	Take part in discussions	
F	Find information of Evens	
G	Uploading photos of Events	
H	Keep up- to-date	

I	Download videos and picture	
J	Other, please specify _____	

16. How many friends do you have on SNSs?

Sl. No.	Number of friends	Please tick (√)
A	Less than 25	
B	26-49	
C	50-99	
D	100-200	
E	More than 200	

17. What time do you frequently use Social Networking Sites?

Sl. No.	Timing	Please tick (√)
A	Morning	
B	Afternoon	
C	Evening	
D	Randomly	

18. How do you flexible with SNSs?

Sl. No.	Flexibility in use of SNSs	Please tick (√)
A	Very difficult	
B	Difficult	
C	Average	
D	Easy	
E	Very easy	

19. Nature of Membership on SNSs. (Give your preferences)

Sl. No	Nature of Membership on SNSs	Please write (1, 2, 3....)
A	Colleagues	
B	Personal Friends	
C	Strangers	
D	Professionals	
E	Acquaintances	

20. What is your satisfaction level from SNSs?

Sl. No.	Level of satisfaction from SNSs	Please tick (√)
A	Highly satisfied	

B	Satisfied	
C	Partially satisfied	
D	Not satisfied	

21. In general, how concerned are you about the privacy of the following information you submit on Social Networking Sites.

Sl. No.	Privacy	Please tick (√)
A	Not at all	
B	A little	
C	Somewhat	
D	Highly	

22. Is the information available on SNSs is reliable?

Sl. No.	Reliability of information on SNSs	Please tick (√)
A	Reliable	
B	Partially reliable	
C	Not Reliable	

23. Impact of SNS on your professional career

Sl. No.	Impact on your professional life	Please tick (√)
A	Greater Impact	
B	Rarely Impact	
C	Not Impact	

24. What are the problems you are facing while using the SNSs?

Sl.No.	Problems in using SNSs	Please tick (√)
A	Time Consuming	
B	Not useful for research	
C	Joined but left	
D	Lack of privacy	
E	Not user friendly	
F	Not allowed in the dept	
G	Lack of internet facility	
H	Lack of ICT knowledge	
I	Others Please specify _____	





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