FACTORS AFFECTING THE ADAPTATION OF SOCIAL NETWORKING PLATFORMS AMONG THE YOUTH IN MADHYA PRADESH

Rajeev Shrivastava[*]
Dr. Vinod Kumar Bhatnagar[**]

ABSTRACT

Social media platforms like facebook, twitter, whatsApp, bebo, hike and other are rising rapidly among all the people of all age groups. People have more than one account of social networking sites and apps. Most of the people handle their account from mobile anywhere. Connectivity through social networking platforms help to build the relationship in modern era. The main objectives were to design and develop a measure to evaluate the social networking platforms in service sector and to identifying and underlines factors affecting the use of social networking platforms in service sector. The population for the study was all people working in service organization/sector. Non Probability, purposive sampling technique was used. Total 450 questionnaires were distributed but 388 returned with proper response from respondents. Self design questionnaire was used to measures all the variable (s). The data was collected on the scale of 1-5 Likert's scale. As a tools Reliability, Normality, Factor analysis and Karl Pearson Correlation Measurement were used. Six factors were identified and the rotation conversion in nine (09) iterations. We found that social media is very simple for getting information from the social networking platforms related to education and other purpose. Hence, we can conclude that social media platform gives liberty to people to speak their own ideas and opinion to others.

_____

Keywords: *Social Networking Platforms, Social Media & Service Sector.*

_____

Introduction

Social media networks like Facebook, Linked-in, Twitter, Bebo, Myspace etc. represent some of the most dynamic and promising manifestations of social media yet. These sites allow for networking on a grand scale, where individuals can connect with others based on offline friendships, shared interest, common professional objectives, or mutual acquaintances. When uses join a social networking site, they are given a page on which they can create a profile. They are urged to enter personal information such as hometown, work history, hobbies favorite movies. Interests etc. they can then uploaded photos or link to other Web pages that interest them. This information is displayed on their profile page and users are given information is displayed on their page and users are given the option of making the page public or viewable only to the within their network. "Friends" and such networks are displayed for others to see and browse. In this way global networks of people with friends or interests in common are born. Like blogs and reviews sites, social networks allow users to place comments, photos, videos and Web links on each others' pages, thereby sharing information and interests with dozens hundreds or thousands of people-depending on the size of one's network-with a single click.

Social Networking Sites

Since their introduction, social networking sites (SNS's) such as MySpace, Facebook, Twitter, Linked-in Bebo and others have attracted millions of users, many of whom have integrated these sites

_____

[*]   Research Scholar, School of Studies in Management, Jiwaji University Gwalior, MP, India.
[**]   Head and Associate Professor, Department of Management, IPS, College of Technology and Management, Gwalior, MP, India.

into their daily practices. As of this writing there are hundreds of SNS's with various technological affordances, supporting a wide range of interest and practices. While their key technological features are fairly consistent, the cultures that emerge around SNS's are varied. Most sites support the maintainers of pre-existing social networks, but others help strangers connect based on shared interests, political views, or activities. Some sites cater to divers' audiences, while others attract people based on common language or shared racial. Sexual, religious or nationality based identities. Sites also vary in the extent to which they incorporate new information and communication tools, such as mobile connectivity, blogging and photos/video-sharing.

Scholar from disparate fields have examined SNSs in order to understand the practices, implications, culture and meaning of the sites as well as users' engagement with them. This special theme section of the journal of computer-medicated communication brings together a unique collection of articles that analyses a wide spectrum of social network sites using various methodological techniques theoretical traditions and analytic approaches. Our goal is to showcase some of the interdisciplinary scholarship around these sites. The purpose of this chapter is to provide a conceptual historical and scholarly context for the articles in this collection.

Basic Forms of Social Media

- Social Networks
- Blogs
- Wikis
- Podcasts
- Forums
- Content Communities
- Micro blogging

Review of Literature

Wellman (2001), in Science Magazine "Computer networks as Social networks". The author highlighted about computer networks that are inherently social networks, linking people, knowledge and organizations. He also explained that how Internet increases people's social capital, increasing communication with friends and relatives who are living nearby and far away. He has suggested for new tools that must be developed to help people navigate and search and acquire knowledge in complex, fragmented, networked societies. Nagele (2005), has described that the report aimed to discover how to attract members, define structure, influence participation, and manage the community in order to design the web site prototypes. Gross, (2006), In his research paper the researcher surveyed a representative sample of the members of the Face book at a US academic institution, and compared the survey data to information retrieved from the network itself. Gracias (2006), in their research, showed that the attraction of Social networking is ever increasing across the globe and used India as their centre. The internet world statistics across Asia shows that the internet rate usage by September 2009 was 19.4% against which India is close to. According to research, social networks can be a determinant of success as strong social network enables individuals to stay in touch and increases the employment opportunity, promotions, effectiveness and much more. Online socializing allows persons to exchange their identities thereby creating much stronger connection. The use of internet for social networking is acknowledged all over the world and describes individuals to the globe. Charnogo, Laurie, Barnett-Ellis, & Paula (2007), in their article they have examined 126 academic librarians apprehensive with Facebook. Findings

recommend that the Librarians are enormously considerate of Facebook. Librarians are the people who are passionate in endorsing library services and activities. There were some respondents who were diverted and have experienced problems in using Facebook in the library. Most of the respondents used Facebook out of the scope of practice of the professional librarianship.

Objectives of the Study

- To design and develop a measure to evaluate the social networking platforms in service sector.
- To identifying and underlines the factors affecting the use of social networking platforms in service sector.
- To create new vistas for futuristic research in same fields.

Methodology of the Study

- **Final Gap of the Research**

  No studies found which addresses the uses of social networking platforms in service industry.

- **Variable of Research**

  In present study researcher has used one major variable i.e. Social Networking Platform.

- **Social Networking Platforms (Independent Variable)**

Main Study

The study was analytical and descriptive in nature. The data was collected through survey method by using questionnaires and schedules and relationships develop between demographic variables, evaluated by using statistical tools like SPSS (statistical packages for social sciences).

Sample Design

- **Population**

  The population for the study was included all people working in service organization/sector situated at Madhya Pradesh (Gwalior and Chambal division).

- **Sampling Frame**

  All individuals like employees' (Teaching staff and non teaching staff) of service organization/sector (Institutions/Colleges/Universities) which is situated in Madhya Pradesh (Gwalior and Chambal division) were sampling frame of our study.

- **Sampling Technique**

  Non Probability, purposive sampling technique was used to identify the respondents of the study. Proportionate re-presenters from all the demographic groups were ensured to minimize sampling error.

- **Sampling Elements**

  Individual respondent was sampling element of the study.

- **Sample Size**

  Total 450 questionnaires were distributed but 388 returned with proper response from respondents through survey by using questionnaire as well as schedule of Madhya Pradesh (Gwalior and Chambal division). Hence the valid sample size for this study was 388. The data was collected by the researcher himself after developing rapport with the respondents.

- **Secondary Data**

  Researcher has been collected secondary data from various literatures to various sources such as Research articles and research paper in journals, chapters in edited books, coverage in magazines, various type of reports of (Government/Corporate), news in news papers, and other in form of print as well as online through Internet.

- **Tools to be Used for Data Collection**

  Self design questionnaire was used to measures all the variable(s). The data was collected on the scale of 1-5 Likert's scale.

- **Tools to Used for Data Analysis**
  - Reliability
  - Normality
  - Factor analysis
  - Karl Pearson Correlation Measurement

- **Software Used for Statistical Analysis**

Collected data has been analyzed by researcher himself with the help of different statistical calculations using SPSS software. Statistical package for social science (SPSS) version 20.0 for windows seven was used for data analysis and hypotheses testing as well. Collected data was also analyzed with the help of various types of pie-chart, graphs and bar charts etc. by using Microsoft Excel 2010, for windows seven.

Data Analysis and Results

- **Reliability Measurement for Social Networking Platforms**

Cronbach's Alpha and other tools like Guttman, parallel etc was used for calculation of reliability but the Cronbach's alpha was very popular so in this analysis Cronbach's Alpha tools had been applied to calculation of reliability of all items of social networking platforms from the questionnaire. If the reliability value more than 0.700 it means questionnaire is good.

- **Reliability for Social Networking Platforms**

S.	Cronbach's Alpha	N of Items	Status
1	.913	30	Questionnaire was highly reliable

The obtain value of Cronbach's alpha in above table for the questionnaire of 30 statements of emergence of social networking platforms, is 0.913, this value of Cronbach's Alpha is greater than to standard value of Cronbach's alpha (0.700), it means that the questionnaire which was used for data collection is highly reliable and provide us very useful information from respondents side, also indicating that there is no restriction for further analysis.

Normality Measurement for Social Networking Platforms

The basic object of this analysis is to finalize either data is normally distributed or not normally distributed; the methods are used for normality known as KS-test and Shapiro-wilk. If the 'P' values of KS-test found insignificant it means data is normally distributed (P>0.05) and if the value found significant indicating data is not normally distributed.

Normality for Emergence of Social Networking Platforms

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Social Networking Platforms	.481	388	.059	.683	388	.084

a. Lilliefors Significance Correction

In above table shows, the data which is used was normally distributed through obtain insignificant values of Kolmogorov-Smirnov i.e. 0.059 as well as Shapiro-Wilk i.e. 0.084. The both insignificant values were higher than 0.05, shows data is normally distributed.

Factor Analysis for Social Networking Platforms

The factor analysis is known as a data reduction techniques used for separation of data in certain groups. This is powerful statistical methods used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

Kaiser-Meyer-Olkin (K.M.O.) Test for Social Networking Platforms

The main object of calculation of KMO test is to check whether data is adequate for factor analysis or not.

KMO & Bartlett's Test for Social Networking Platforms

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.917
Bartlett's Test of Sphericity	Approx. Chi-Square	4717.008
	df	630
	Sig.	.000

After analysis we found the KMO value i.e. 0.917. This value is greater than to 0.500, and the value of 'P' is 0.000 which means data is adequate for applying factor analysis. The Bartlett's test measuring Chi-Square value 4717.008 which is significant at 0.000% level of significance, indicating that null hypothesis is rejected.

## Distribution of Factors for Social Networking Platforms

The factor analysis method which was used for calculation is known as principle component varimax rotated components method. The total numbers of statements are 30 and factor analysis used to

find out the factors that contributed towards emergence of social networking platforms. The total six (06) number of factors were identified and the rotation conversion in nine (09) iterations.

Distribution of Factors for Social Networking Platforms

S. No.	Factor Name	Initial Eigen-values			Q	Statement	Loading
		Total	% of Variance	Cumulative %			
1	Informatics	8.908	29.693	29.693	Q3	It is fast and accurate	.879
					Q26	Social networking platforms create the most productive learning experience	.877
					Q21	You proud to tell people that you are on social networking platforms	.543
					Q18	Social networking platforms have become part of your daily routine	.515
					Q14	It facilitate you express your secret among strangers	.477
					Q12	It make you purchase something from online	.477
					Q19	You can avoid talking to people who you think will disagree with you	.448
					Q20	You feel out of touch with your organization when haven't logged into social networking platforms for a while	.433
					Q6	You always feel you are the part of social networking platforms as well as organization	.388
					Q29	Education purpose it is best to preparing notes etc.	.331
2	Easy to Use	2.554	8.515	38.207	Q5	Social media facilitate personal learning and work environment with expert view	.758
					Q28	Social networking platforms are a tool present yourself in front of others	.756
					Q11	Social networking platforms easy to use	.718
					Q10	Social networking platforms are obviously great ways to consolidate personal learning	.716
					Q8	Social networking platforms serve as a venue for sharing knowledge and updates especially in the field of education & production	.439
3	Opportunistic	1.865	6.218	44.426	Q13	Sometime its gives business to you and your institution as well	.705
					Q17	It provide you new and better career opportunities	.645
					Q22	It give you update news of worldwide and local as well	.562
					Q16	You express your idea, emotion etc through picture, words and videos.	.548
					Q2	It useful for inter exchange between two different culture	.486
					Q25	it best tool for research data collection	.465
4	Standard of Living	1.699	5.663	50.089	Q23	Use of it uplift your standard of living	.896
					Q30	The opportunities for socialization and networking online are satisfactory	.895
					Q7	Sometime its entertaining	.592
					Q1	Inter-cultural and cross-cultural dialogue facilitate by the social networking platforms is satisfactory	.587
5	Learner	1.504	5.015	55.104	Q24	The social networking platforms oriented online tutorial classes are satisfactory	.900
					Q15	It is knowledgeable	.899

6	Free for Expression	1.446	4.821	59.925	Q27	Social networking platforms facilitate establishment of networks which promote openness and sharing of information on round the clock basis	.865
					Q4	Accessible to everywhere	.864
					Q9	It make people to come together in one platform	.355
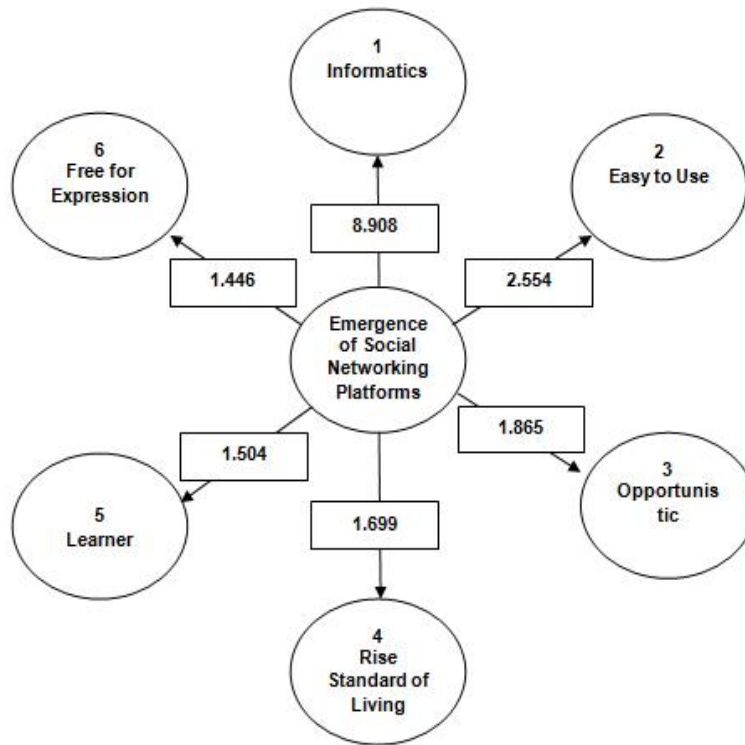
Correlation Analysis

The Pearson correlation methods at two tailed significance level had been applied by using SPSS software

Correlation analysis between obtain factors of social networking platforms

The Pearson correlation methods at two tailed significance level had been applied to find out correlation among obtain factors and found positive relationship among one on another factors

	Informatics	Easy to Use	Opportunistic	Standard of Living	Learner	Free for Expression
Informatics	1					
Easy to Use	.597**	1				
Opportunistic	.562**	.463**	1			
Standard of Living	.434**	.364**	.303**	1		
Learner	.252**	.243**	.085	.305**	1	
Free for Expression	.428**	.443**	.373**	.226**	.067	1

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Findings & Conclusion

Social media is used to keep in touch with friends and extended family but presently some people use various social media applications to network career opportunities, find people across the globe with like interests, and share their thought, feelings, insight, and emotions. The main objectives of the study were to design and develop a measure to evaluate the social networking platforms in service sector and to identifying and underlines factors affecting the use of social networking platforms in service

sector. Six factors were identified based on a principal components i.e. Informatics (10 items) , Easy to Use (5 items), Opportunistic (6 items) , Standard of Living (4 items), Learner (2 items) and Free for Expression (3 items). We found that social media is very simple for getting information from the social networking platforms related to education and other purpose. Hence, we can conclude that social media platform gives liberty to people to speak their own ideas and opinion to others.

References

¤   Agarwal, S., & Mital, M. (2009). Focus on Business Practices: An Exploratory Study of Indian University Students' Use of Social Networking Web Sites: Implications for the Workplace. Business Communication Quarterly. (journal article), 28-34.

¤   Awolusi, F. (2012). The Impacts of Social Networking Sites on Workplace Productivity. Journal of Industrial Technology, VOLUME 28 , NUMBER 1, 1-12.

¤   Baker, J. R., & Moore, S. M. (2008). Distress, coping, and blogging: Comparing new Myspace users by their intention to blog. CyberPsychology& Behavior, 11 (1), 81-85.

¤   Campbell, M. (1999). Learning pays and Learning Works. London: National Advisory Council for education and TrainingTargets.

¤   Cappel, J. J., & Hayen, R. L. (2004). Evaluating e-learning: A case study. Journal of Computer Information Systems, Vol. 44(4), 49-56.

¤   Charnigo, L., Barnett-Ellis, & Paula. (2007). Information Technology and Libraries. Chicago 26.1, 23-34.

¤   Glaser, B. G., & Strauss, A. L. (1967). The discovery of grounded theory. NY:Aldine: Hawthorne.

¤   Gracia, B. (2006). Social networking is becoming increasingly Popular globally. India, 58 (08), 69-78.

¤   King, R. C., & Xia, W. (1997). Media appropriateness: Effects of experience on communication media choice. Decision Sciences, Volumn 28 Number (4), 877–910.

¤   Nagele, C. (2005). Social Networking Research Report. Wildbit, LLC. Retrieved from http://wildbit.com-sn-report.pdf, 1-90.

¤   Smith, H., & Fingar, P. (2003). Business Process Management: The Third Wave. Tampa: Meghan-Kiffer Press.

¤   Wellman, B. (2001). Computer networks as Social networks. Science Magazine, 28-29

¤   www.google.co.in

¤   www.wikipedia.org

¤   www.scribed.com

¤   www.webdunia.com.

❍○❍