

MOTIVATIONS FOR USE OF SOCIAL NETWORKING SITES IN RELATION TO GENDER AND RESIDENTIAL AREA

Prof. Sukhwant Bajwa* & Ms. Malwinder Kaur**

The present study was undertaken to study the different motivations for use of Social Networking Sites in relation to Gender and Residential area. Four motivations namely: Social connectivity, Recognition, Entertainment and Information of using Social Networking Sites were undertaken. A sample of 200 college students of age 18-24 years was raised from the colleges of Rural Bathinda and Urban Bathinda of Bathinda district by employing the technique of multi-stage randomization of clusters at Tehsil, City and Village level. t-test was used to analyze the data. The results of the study showed that there exists a significant difference between boys and girls on the dimension Social Connectivity and Entertainment. Boys are more motivated to use the Social Networking Sites for Social Connectivity and Entertainment than girls. For the dimensions Recognition and Information of using Social Networking Sites, there exists no significant difference between boys and girls. There exists no significant difference between rural students and Urban students for all the dimensions of Motivations for use of Social Networking Sites namely: Social connectivity, Recognition, Entertainment and Information.

Introduction

Internet today has become the necessity of the life. We cannot imagine our life without the internet. It has significantly changed our daily life activities and quality of individual's life. Social networking sites are one of the various aspects of the internet. These sites are getting popular with each passing day and they have significantly changed our way of communication. Social networking sites today counts millions of members all over the world.

A Social Networking Site provides a virtual community for people to share their daily activities with family and friends, or to share their interest in a particular topic, or to increase their circle of acquaintances. People use Social networking sites for a variety of reasons among which ease of use, allowing rapid updating, analysing and sharing the continuously increasing information, reflecting on daily life, establishing and maintaining spontaneous social contacts and relationships, supporting informal learning practices with interaction and communication and facilitating delivery of education are the leading ones. Thus these reasons emerged with the purpose of sharing photos, personal information, videos, profiles and related content (Ajjan&Hartshorne, 2008).

Motivation is a term that refers to a process that elicits, controls, and sustains certain behaviours. Motivation can be defined as the process that initiates and guides goal-oriented behaviours. Motivation is what causes us to act, whether it is getting a

glass of water to
*Professor, Department of Education, Panjab University Chandigarh

**M.Ed student, Department of Education Panjab University, Chandigarh.

reduce thirst or reading a book to gain knowledge. The word 'motivation' was originally derived from the Latin word 'movere' which means 'to move' though this could be an inadequate description for what is meant. The term motivation is frequently used to describe why a person does something. To be motivated means to be moved to do something. A person who feels no impetus or inspiration to act is thus characterized as unmotivated, whereas someone who is energized or activated towards an end is considered motivated.

Social Networking Sites (SNS) is a platform to build social networks or social relations among people who share interests, activities, backgrounds or real-life connections. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/ video/sharing and blogging. Facebook, Twitter, Instagram, Linkedin, Google+ etc are some of the most common used Social Networking Sites these days.

"A residential area is a land use in which housing predominates, as opposed to industrial and commercial areas. Housing may vary significantly between, and through, residential areas," stated by Wikipedia. These include single-family housing, multi-family residential, or mobile homes. Residential areas are mostly divided into two broad categories

Rural area and Urban area.

Review of Literature:

Gross (2004). studies the adolescents' online Internet activities, its impact upon their lives. She also tries to find out the reasons of using social networking sites by the adolescents and also the kind of topics adolescents are discussing while interacting with each other online.

Valkenburg (2005) found that 50% of Dutch adolescents who experimented with identity through instant messaging had three primary reasons for doing so: to explore themselves through feedback from others, to compensate for social limitations of shyness, and to facilitate social relationships.

Boyd (2007) analyzed the role of social networking sites in the life of teenagers. He also enquired that how youth engage through social network sites today providing long- lasting insights into identity formation, status recognition, and peer-to-peer sociality.

Erdogan (2008) has found that the average amount of time spent on the Internet is rapidly increasing. the starting age of Internet users is steadily' decreasing. He

investigates the relationships among Internet usage, Internet attitudes and loneliness of Turkish adolescents.

Bronstein and Aharony(2014), examines both personal and political aspects of social networking sites use by exploring the relationship between SNS use and the following elements: (1) personal motivations; (2) social network intensity; (3) political motivations; (4) political self-efficacy, and (5) political engagement. Findings from the study show that social networking sites have yet to become significant enough in the users' information environment to have an impact on political behaviours since no significant relationship were found between social networking sites and political self-efficacy and political engagement.

Objectives of The Study

1. To study the motivations for use of social networking sites.
2. To study the difference between boys and girls for the motivations for use of Social Networking Sites.
3. To study the difference between rural and urban students for the motivations for use of Social Networking Sites.

Hypotheses

1. There exists no significant difference between male and female students on the dimensions of social connectivity, recognition of motivations, entertainment of motivations and information of motivations, for use of social networking sites.
2. There exists no significant difference between rural and urban students on the dimensions of social connectivity, recognition of motivations, entertainment of motivations and information of motivations for use of social networking sites.

Design of the Study

The 'Descriptive Survey' method was used in the present investigation. t-ratios were calculated for the boys and girls and for rural and urban students to find out if there exists significant difference between boys and girls and between rural and urban students on the various dimensions of motivation for use of Social Networking Sites.

Sample

In the present study, there is a total sample is of 200 college students- 100 from rural area and 100 from urban area. The subjects were selected from the Urban college students and rural college students of district Bathinda, by the technique "multi-stage randomization of clusters" at Tehsil, City and Village level. Age limit of students was 18-

24 years.

Tools used

- "Motivations for use of Social Networking Sites" by Tomer(2012). The tool consists of 42 items. Out of 42 items 31 were positive and 11 were negative items based on four dimensions. These dimensions are:
- Social Connectivity
- Recognition
- Entertainment
- Information

Statistical Techniques

- t-test was used to test the various hypotheses.

TABLE 1

Showing t-ratio between boys and girls on the dimensions of Social Connectivity, Recognition, Entertainment and Information of Motivations for use of Social Networking Sites.

Variables	Mean Boys	Mean Girls	Degree of Freedom	t-test
Social Connectivity	30.65	28.95	198	3.742
Recognition	49.99	49.98	198	015
Entertainment	39.23	37.28	198	2.502
Information	29.87	29.68	198	.341

- For the degree of freedom 198 the t-value at 0.01 level of significance is 2.59.
- For the degree of freedom 198 the t-value at 0.05 level of significance is 1.97.

Discussion based on the Table 1:

From the above table 4.1, for the dimension **Social Connectivity** calculated t value is 3.742 which is more than table value 2.59 at 0.01 level of significance so this is significant at 0.01 level of significance. Hence our null hypothesis stating that there exists no significant difference between boys and girls on the dimension of social connectivity for motivation for use of social networking sites is rejected. There is a significant difference between boys and girls for the dimension of Social Connectivity. Mean of boys(30.65) is more than the mean of girls(28.95), so boys are more motivated for socially connections through the Social networking Sites than the girls. There may be the following reasons behind this:

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- Girls may feel more hesitant than the boys to meet new people or to connect with the new people. It may be more convenient to boys to connect with others without any issues.
 - Boys are more open to new peoples as compared to the girls.

For the dimension Recognition calculated t-value is .015, which is less than Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between boys and girls on the dimension of recognition for motivation for use of social networking sites is retained. This finding can be justified as :

- Both boys and girls want to be recognized equally in their peer group and create their own independent identity.
- Both genders interact with people of common interests by posting updates and their interests.

For the dimension **Entertainment** calculated t- value is 2.502 which is more than table value 1.97 at 0.05 level of significance and less than 2.59 at 0.01 level of significance so this is significant at 0.05 level of significance. Hence our null hypothesis stating that there exists no significant difference between boys and girls on the dimension of entertainment for motivation for use of social networking sites is rejected. There is significant difference between boys and girls on the dimension of Entertainment. Mean of the boys(39.23) are more than the mean of girls(37.28). So boys feels more motivated to use Social Networking Sites for entertainment than the girls. There may be the following reasons behind this:

- May be girls suffer more through the privacy issues than the boys.
- Boys are more tension relieved than girls for photo sharing, video sharing and sharing other personal information.

For the dimension Information calculated t-value is .341, which is less than Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between boys and girls on the dimension of information for motivation for use of social networking sites is retained. This finding can be justified as :

- Due to change in our Social setup now both boys and girls have equal access to information sources and equally aware of different issues.
- Both genders equally want to add up in their knowledge through Social

Networking

TABLE 2

Showing t-ratio between Rural and Urban on the Dimensions of Social Connectivity, Recognition, Entertainment and Information of Motivations for use of Social Networking Sites.

Variables	Mean Rural	Mean Urban	Degree of Freedom	t-test
Social Connectivity	30.01	29.80	198	448
Recognition	49.91	50.09	198	.240
Entertainment	38.11	38.29	198	.239
Information	29.29	30.08	198	1.526

- For the degree of freedom 198 the t-value at 0.01 level of significance is 2.59.
- For the degree of freedom 198 the t-value at 0.05 level of significance is 1.97.

Discussion based on the Table 2:

From the above table 4.2, for the dimension Social Connectivity calculated t-value is .448, which is less than our Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between rural and urban population on the dimension of social connectivity for motivation for use of social networking sites is accepted. This finding can be justified as :

- Now a days, due to advancement of technology both rural and urban areas have equal access to the various Social networking Sites and feel equally connected with friends as well as people.

For the dimension Recognition calculated t-value is .240, which is less than Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between rural and urban population on the dimension of recognition for motivation for use of social networking sites is retained. This finding can be justified as :

- Both rural and urban population get interact with people of common interests by posting updates and their interests.
- Both rural and urban population wants to get more and more popular online as a prevalent trend.

For the dimension Entertainment calculated t-value is .239, which is less than Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between rural and urban

population on the

dimension of entertainment for motivation for use of social networking sites is accepted. This finding can be justified as:

- Now technology is accessible in any part of the world, it may be rural or it may be urban. So population of both the areas enjoy various aspects of the Social Networking sites for entertainment.
- Both Rural and Urban population are using equally various applications of Social networking sites like photo sharing, for movies as well as music applications.

For the dimension Information calculated t-value is 1.526, which is less than Table value 1.97 at 0.05 level of significance so this is insignificant. Hence our null hypothesis stating that there exists no significant difference between rural and urban population on the dimension of information for motivation for use of social networking sites is retained. This finding can be justified as:

- Due to advancement of technology, both the population of rural and urban areas have equal access to these sites and can improve upon their knowledge through these sites.

Educational Implications

The present study shows that there is a significant difference between boys and girls on the dimensions of Social connectivity and Entertainment for the motivations for use of Social Networking sites and there is no difference between boys and girls on the dimensions of Recognition and Information.

So we see boys are more motivated than girls for both of these dimensions i.e Social Connectivity and Entertainment. Both boys and girls are equal in today's world. Teachers and parents should provide necessary information to both boys and girls for the proper usage of these Social Networking Sites. Both parents and teachers should motivate girls to freely use SNS's as boys, but with the precautions. Little precaution is better than bigger harm. The unrestricted use of Social Networking Sites by boys should also be checked by parents and teachers. Not only girls should use Internet or Social Networking Sites with precaution, boys also use them carefully with precautions.

Again the study reveals that for the dimensions Recognition and information, both boys and girls are equally motivated for the use of Social Networking Sites. Parents and teachers should not consider boys and girls on different footage regarding Information technology. Now a days, Internet and SNS's has become the trend in our life. If we don't join these sites, we will lag behind from others. It has become the necessity. So there

should be no discrimination between boys and girls for the usage of these sites.

For the rural and urban areas, the study shows no significant difference for all the dimensions namely Social Connectivity, Recognition, Entertainment and Information of Motivations for use of Social Networking Sites. Due to advancement of technology and also due to the need of the hour, teachers should not discriminate between rural and urban students. Today Internet has become the trend everywhere irrespective of city or village. So both parents and teachers should not think differently for rural and urban students and motivate them equally to use them for various purposes, as it has become the necessity today.

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