

Social Networking through Globalization of Education – A Survey to Students of Madras Christian College

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Abstract :

Technology plays a significant role in classroom transformation. The internet is called as connecting to knowledge. The system of education has also adopt digital age of teaching method. This study focused how facebook play vital role of marketing to commodities and how to use for our education system in the competitive world. To examine the effective usage of Facebook, a popular online social network site in India, as marketing media among to the students of Madras Christian College. Marketing strategies that once included careful message development broadcast to mass audiences, are now giving way to the idea that the public is a co-creator of brand messages and a trustworthy promotion channel. The online social network application analyzed in this article, Facebook, enables its users to present themselves in an online profile, accumulate “friends” who can post comments on each other’s pages, and view each other’s profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others’ hobbies, interests, musical tastes and romantic relationship status through the profiles. Facebook is a social networking service and website launched in February 2004, owned and operated by Facebook, Inc. As of May 2012, Facebook has over 900 million active users, more than half of them using Facebook on a mobile device. Facebook allows any users who declare them to be at least 13 years old to become registered users of the site. The main objective of this present study is broadly analyse to how Facebook help to increase brand value for various goods and services and marketing tools of students community.

Key Words: Facebook, Marketing, Students.

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Introduction

Social Network Sites (SNS's) such as Facebook, Twitter, Netlog, G+ and My Space allow individuals to present themselves, articulate their social networks, and establish or maintain connections with others. These sites can be oriented towards work – related contexts (e.g. LinkedIn.com), romantic relationship initiation (the original goal of Netlog.com), connecting those with shared interests such as music or politics (e.g. MySpace.com), or the college students population (the original incarnation of Facebook.com). Participants may use the sites to interact with people they already know offline or to meet new people. The online social network application analyzed in this article, Facebook, enables its users to present themselves in an online profile, accumulate “friends” who can post comments on each other’s pages, and view each other’s profiles. Facebook members can also join virtual groups based on common interests, see what classes they have in common, and learn each others’ hobbies, interests, musical tastes and romantic relationship status through the profiles.

Objective of the Study

- To examine the effective usage of Facebook, a popular online social network site in India, as marketing media among Madras Christian College Students.

Literature Review

In this sense, the original incarnation of Facebook was similar to the wired Toronto neighborhood studied by Hampton and Wellman (e.g. Hampton, 2002; Hampton & Wellman, 2003), who suggest that information technology may enhance place-based community and facilitate the generation of social capital. Previous research suggests that Facebook users engage in “searching” for people with whom they have an offline connection more than they “browse” for complete strangers to meet (Lampe, Ellison & Steinfield, 2006)

Much of the existing academic research on Facebook has focused on identity presentation and privacy concerns (e.g. Gross & Acquisti, 2005; Stutzman, 2006). Looking at the amount of information Facebook participants provide about themselves, the relatively open nature of the information, and the lack of privacy controls enacted by the users, Gross and Acquisti (2005) argue that users may be putting themselves at risk both offline (e.g.

stalking) and online (e.g. identify theft). Other recent Facebook research examines student perceptions of instructor presence and self disclosure (Hewitt & Forte, 2006; Mazer, Murphy & Simonds 2007) temporal patterns of use and the relationship between profile structure and friendship articulation (Lampe, Ellison & Steinfield 2007). In contrast to popular press coverage which has primarily focused on negative outcomes of Facebook use stemming from users' misconceptions about the nature of their online audience, we are interested in situations in which the intended audience for the profile.

Research Gap

The review of literature on social networks such as Facebook, helped us to narrow down to do our research on Facebook being used among students as marketing tool as not much research has been done on the area that too with College students as field of study. We use Facebook as research context in order to determine whether Facebook is being used among students as marketing tool.

Facebook

Facebook is a social networking service and website launched in February 2004, owned and operated by Facebook, Inc. As of May 2012, Facebook has over 900 million active users, more than half of them using Facebook on a mobile device. Users must register before using the site, after which they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile. Additionally, users may join common-interest user groups, organized by workplace, school or college and categorize their friends into lists. The name of the service stems from the colloquial name for the book given to students at the start of the academic year by some university administrations in the United States to help students get to know each other. Facebook allows any users who declare them to be at least 13 years old to become registered users of the site.

Justification for using Facebook as field study

Facebook constitutes as rich site for researchers interested in the affordances of social networks due to its heavy usage patterns and technological capacities that bridge online and offline connections. We believe that Facebook represents an understudied offline to online trend in that it originally primarily served a geographically-bound community (the campus).

When data were collected for this study, membership was restricted to people with a specific host institution email address, further typing offline networks to online membership.

Methodology

A random sample of 240 Madras Christian College students was retrieved from the MCC office. All 240 students were given a questionnaire from one of the authors, with a short description of the study, only undergraduate and postgraduate students were included in our sampling frame. A total of 240 students completed the online survey, yielding a response rate of 100 per cent. There is no bias existed in regards to survey participation.

Measures

This study to questionnaire included four broad types of measures, which are discussed in more detail below. We collected information about demographic and other descriptive variables, including gender, age years in college, day scholar vs. hosteller, etc...

Table – 1: Sample Demographics (N = 240)

| | No. of Respondents | Mean (or) Percentage |
|------------------------------|--------------------|-------------------------|
| Male | 144 | 60 |
| Female | 96 | 40 |
| Age | | 23 |
| Rural | 55 | 23 |
| Urban | 185 | 77 |
| Parents' Income | | 46,500 |
| Years in College | | 3 |
| Home within-state | 121 | 51 |
| Out-of-stat | 119 | 49 |
| Medium of study in school | | Tamil / English / Hindi |
| Day Scholar | 150 | |
| Hosteller | 90 | |
| Members of Fraternity | | All |
| Time of internet use per day | | 1 hrs. 20 minutes |
| Facebook Members | | ALL |

Source : Primary Data, 2013.

Findings

Sample representations are taken for the students of Madras Christian College, Chennai. The students reveal their interest and the usage of the social network system especially about the Facebook. The questionnaire is given to students of various branches after a brief introduction about the purpose of collecting the data. The first question is about the “first site visit for marketing with friends”. All the 240 students are agreeing with the opinion. The next question about the “visit the site to communicate with unknown friends” only 41.66 per cent of students agree with the opinion and 58.33 per cent disagree with this opinion. Receiving knowledge about various products through Facebook students are agree 62.5 per cent. All the students know to the specification about the electronic goods, cloths, beauty care products through Facebook. This study found that all the students are purchase their academic books, competitive exam books and life-learning books through facebook linked to various online shops.

Conclusion

Madras Christian College students are aware of social network and they make use of it mainly for communicating with their friends. Our empirical results contrast with the anecdotal evidence domination the popular press. Although there are clearly some image management problems experienced by students as reported in the press and the potential does exist for privacy abuses, our finding demonstrate that in Facebook use among college-age respondents there was strong association between use of Facebook as a marketing tool.

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