

# Analysis of Social Networking Service for Education among Young Generation: A case study of Nepalese Youth Community

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Social Networking Service (SNS) is a powerful platform for virtual social lives where people can communicate with other people, sharing same or different cultural background, opinion and information through communication opportunities. The worldwide growth of social communication network has gained the incredible pace and popularity. Face-to-face communication in interpersonal relationship has been gradually replaced with communications via technological devices. This change has also been associated with new types of relationships. This study examines the young generation's attachment toward social communication networks and its direct and indirect effects to their education. The study particularly focuses on 15-24 age group who are involved in any educational institutions and different educational activities. Information technology is given as first priority in recent education system at global level concerning the quality of education. Through different social networking services, the prevalence of ICT has been increasing rapidly, at the same time because of the generality of SNS and awareness of ICT education, most of the young generation have an ability to use social networking services such as Facebook, Twitter, YouTube, Google+ etc. The facts are applied not only to educated generation but also for most of younger generations. However, the huge mass of the youth have been using such SNS as entertainment or fun, the data of inappropriate exploitation of SNS young users are greater than others'. As for the generality of young SNS users, this research explores that SNS can be an important tool for study purpose as well as behavioural change.

## 1. Introduction

The social networking service (SNS) is a web-based service that allows individuals to construct in public or in semi-public within abounded system, which articulates a list of other users with whom they share connection and views, and transverses their list of connections and those made by others within the system [1]. Social networking service proves to be a vital tool in revolutions and it has been consistently growing in popularity [2]. We consume most of our time in virtual world instead of real one in different aspects of life, and no imagination could exist without computer along with the internet. Today the basic term for communication has become electronic, sociologically some of the same concepts have been changed but in different manner as face-to-face has become computer to computer. Dunne, Lawlor and Rowley [3] said; SNSs are a form of virtual community, with sites such as Bebo®, Facebook® and MySpace® attracting millions of users worldwide, many of those have integrated the uses of these sites into their daily routines. In this technological era, any resourceful material related to any content can be found instantly by use of the internet from anywhere around the world. Hypothetically, SNS have the potential to widen a person's social networks and provide access to valuable resources, information, and social support [4]. There are millions of resourceful materials via social sites, available on which can be used as personal, educational, professional or for other various purposes. Such resourceful sites have made the current living standards extremely easier, and these services also make learning easy and accessible by providing necessary materials of relevant contents. For example, any necessary materials or difficulties while studying can be found and solved by using the internet search engines like Google services on the internet, and it is easily found the related topic of any content

which make education very accessible and easy. These kinds of materials and resourceful sites make the modern education extremely simpler. It affects people's living styles and it is an ongoing process to identify the nature of these influences in every society especially on the youth.

Though these resourceful services have positive effect on education but it has influenced to depreciate the creative ability of the youth because of easily accessible materials, there are effects on intellectual development and creative activities capacity. It has been assumed that these services have discouraged the methods of group discussion among people's circle.

According to researchers, social networks improve communication skills, enhance participation as well as social commitment, reinforce peer support, and ensure realization of education based on collaboration strategies [5]. Such SNSs like Facebook, Twitter® or Google+® etc. are encouraging to share the excitement, problems and information between friends. It can be a good medium to solve the problem and dilemma regarding personal, professional and educational among friend circle. It also helps to increase creative ability of such people, and intensive use of Facebook was a significant predictor of bridging social capital. Interestingly, only certain kinds of internet activity relate to the creation and maintenance of bridging social capital [6].

## 2. Current situation of SNS

It can be said that Facebook is the most popular networking service especially among young people. Facebook was started from 2004, and it has 500 millions of users around the world. 50% of total users actively are logging in every day. More than 200 million users are using Facebook with mobile connection and the ratio of the users is rapidly increasing [7]. Now Facebook is available in more than 70 languages.

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Table 1. The top 10 social networking services by market share in 2012 by Experian Hitwise

Rank	Website	Visits Per Share
1	Facebook	62.89%
2	YouTube	19.80%
3	Twitter	1.85%
4	Yahoo! Answers	0.87%
5	Pinterest.com	1.27%
6	Linkedin	0.84%
7	Tagged	0.69%
8	Google+	1.35%
9	MySpace	0.35%
10	Instagram	0.43%

Social networking technologies are monumental in scope. The numbers, while growing exponentially, are unquestionably impressive. The data shows in the table 1, Facebook hold a 62.89% market share, followed by YouTube (19.80%), and Twitter and Google+ Answers each at around 1% [8] (Experian Hitwise, 2012).

According to the Facebook Guide for Educators:

*Facebook can provide students with the opportunity to effectively present their ideas, lead online discussions, and collaborate. In addition, Facebook can help you as an educator, to tap into the digital learning styles of your students. For example, it can facilitate student-to student collaboration and provide innovative ways for you to involve students in your subject matter. We also believe that Facebook can be a powerful tool to help you connect with your colleagues, share educational content, and enhance communication among teachers, parents and students [9].*

It can be assumed such SNS like Facebook can be an import medium of sharing and receiving information regarding education among different circles of friend.

### 3. Case study in Nepal

Nepal is an underdeveloped country in South Asian region, where about one-quarter of its population living below the poverty line. Due to political turmoil and unstable government for several decades, the nation's economic development has been directly affected, whereas approximately 71% of total population are dependent on traditional farming and 40% of total population are still illiterate [10]. In particular, the unemployment rate for youth (aged 15-24) has risen in urban areas, from 13.0% in 2008, similarly 1,700 people every month migrate to foreign countries, very first to India, Gulf regions, Malaysia or other Asian countries for seek the job [11]. As well as many Nepali traveling abroad to study are influenced in their choice of destination by host country immigration and workplace laws, as often they need supplemental income to help fund their education and, due to a lack of jobs in Nepal, are looking for post-graduation employment opportunities as routes to future careers [12]. According to UNESCO institute of

statistic there were over 24000 Nepalese student studying overseas in 2010 [13].

However, Nepal has taken a big leap in the sectors of advance communication technology in recent years. According to population census 2010-2011, Nepal currently consists of 26.5 million people whereas 84% have direct access to telephone, among those Telephone users 74.33% are using mobile phone. As well as there are all 75 district has available the access of internet whereas 28.92% of country's population are using internet via computer, laptop, tablet and smart phone etc. [14].

Along with the development of communication technology in Nepal, ICT education has been expansion as compulsory education throughout the country. To approach among each people of the nation, ICT education has been included in school education as an important course, and different private organisations or institutions have been providing training and courses for those who do not have computer and internet courses in their academic education.

In spite of remarkable development on ICT education in most of the cities and metropolitans, majority of rural areas are out reach of the education and ICT as well. However, in rural school courses has been included the computer and internet subject theoretically, due to the particular reasons such as lack of appropriate budget, geographical difficulties and lack of proper infrastructure, most of the rural school could not able to provide the adequate computer and internet services to their student. In the previous research of particular village, it is found that, most of the student of grade 6, 7 and 8 can explain the definition of internet, computer parts and program but they had never experienced to use the computer in real life.

Internet has been expanded to some of the rural areas of Nepal because of which the youth of those regions are accessing or aware of the most common visited social sites like Facebook, Twitter, Youtube, Google as communication or social network. Most of the people in urban areas use Facebook, Twitter, Google+, Youtube, and other Nepalese networking sites. Recently there are 18,97,840 Facebook users in Nepal which is 6.56% of total population and these users are mostly from the age group 18 to 24. The user ratio is increasing day by day [13]. Generally, people use SNS like Facebook, Tweeter to connect and interact with friends, families or meeting new people. People also use Facebook to express emotions, behaviours, daily routines and information. Thus Facebook and twitter are famous networking service among all other SNS. However, Facebook, Twitter, LinkedIn, Google+ etc. are also been used for other purpose such as business advertisement, journalism, publishing and introduction for different organisations. In Nepal, 70% journalists frequently visit SNS sites for sharing information and 64% of them visit Facebook and twitter in search of information, ideas for news report or articles and finding source for advertisement [13].

Observing the above situation of young people, the people from age group of 15-25 will be taken as research sample in the study. In Nepal there is a big difference in number of users and as using intensions between the users from urban areas and the users from rural areas. Likewise, the big numbers of the youth

are living in other countries than the situation of users can be different, therefore to consider the differences of users by the number and intension, the research area is selected in 3 different areas: Rural, Urban, and Living abroad.

#### 4. Research Objectives

The Objectives of this study are to explore the prevalence of SNS among younger generation considering the effect to their education that is based on literature reviews, research question, background and context of research. Research objectives are included the following:

1. To analyze social networking service and its effect on education among younger generation.
2. To analyze SNS as an effective tool to enhance educational environment.
3. To promote SNS's advantages on education through information diffusion.

It has been expected that the research will support to improve the quality of education among the youth, and the education development is prioritized as the goal of the study.

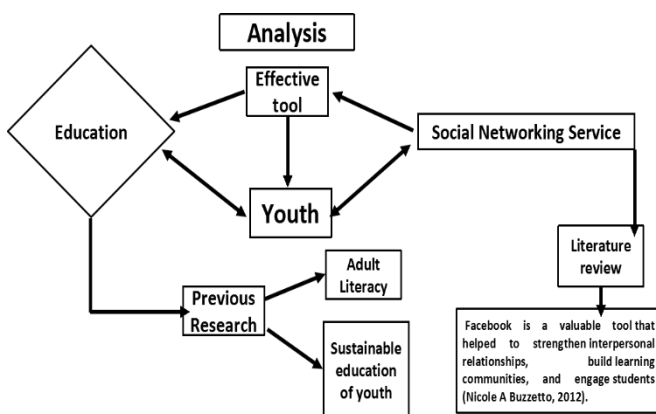


Figure 1. Research framework

In Figure 1, this study has three main factors: analysis (SNS, education tool for the youth), Literature review and previous research. The previous research means the research conducted in the master degree research of the author. In that research, the objectives were designed to focus in two aspects of social network analysis. They are:

1. Adult literacy
2. Sustainable education of the youth

Adult literacy was focused in the previous research, in which sustainable education of the youth was focused as research content.

#### 5. Research Context

Such social networking services are trying to connect people around the globe in one network, whereas in the other hand people are departing from the near real society, some issues

have been raised regarding social communication networks in different time. Especially, along with the development of ICT in the youth, they have been investing most of their time in virtual social network rather than creative social activities or responsibility toward society. User spend 700 billion minutes in total per month on Facebook [5].

SNS is a technology and software tools to facilitate communication and interaction between users. Most of the people from schools and colleges are using SNS for social activities like sending friend requests, chatting, sharing daily activities and personal behaviours (love affair, sadness, aggression etc), uploading pictures or videos and commenting on them and to others similar activities. Users are indulging and participating on social subjects like political issues, movies, artists etc. they use these tools to share online ideas, documents, photos, videos, and favourite websites actually almost anything [15]. Buzzetto[1] illustrates that users consider Facebook as a valuable tool helping to strengthen interpersonal relationships, building learning communication and engaging students.

Among the mass of users, many have a perception of SNS as the form of entertainment, less likely people are using such tools as an educational purpose specially the youth users. However, users have been adopting the updated information through these tools because of the nature of sharing information, uploading contents, receiving other's uploaded societal contents and messages. Such performance influences positive and negative on the intellectual development of the youth.

In the educational way; younger people can discuss about their subject difficulties and problem with their close friends or friends circle regarding similar education faculty or different faculty. It can be presuming that such behaviour of group discussion can be obtained from the different views to help their subject difficulties by the opinion and comments of different people. To concern the advantage of SNS in education, to promote SNS awareness to use in appropriate way among young people to enhance educational environment is another objective of this study. It has been expected that the research will support to create an education oriented SNS environment among young people in the near future.

To make the research context clear and simpler, the framework is prepared in figure 2.

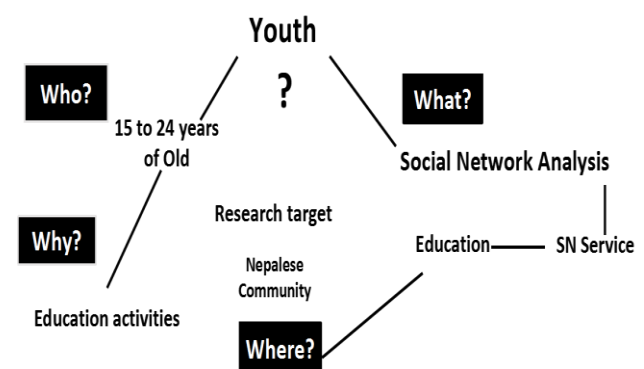


Figure 2. Framework of research context

According to Figure 2, the youth are taken as the research sample (age of 15-24). There has been quantitative improvement on education in Nepal but there are dissatisfactory results regarding qualitative education. Therefore, to be noted the factors; 'increased ratio of SNS users, user's intension to use such popular networking services and SNS use for educational purpose', SNS will be analyze as an effective tool to enhance educational environment among youth. Based on the literature reviews some questions are prepared in hypothetical way to simplify the objective of the research.

1. How SNS has been affecting in daily lives of younger generation?
2. How can SNS become an important resource tool for the education?

## 6. Literature review

Interpersonal relationships build learning communities and engage student, Buzzetto's research [1] explored the efficacy of social networking systems as instructional tool by examining the use of Facebook in courses at US Mid-Atlantic minority-serving University by examining student perception as well as by analyzing content. Buzzetto [1] found that students perceive to use of Facebook positively as a tool to enhance communications, community building and engagement however, educators do not want to see social networking services replace course management systems like blackboard. In [1], their findings it should encourage college faculty to adopt the use of social networking services as part of the teaching and learning process with a specific focus on building learning communities and increasing student engagement. At the same time, the research finding encourage faculty should continue their use of traditional learning management systems using SNS simply as means of augmenting instruction.

According to Buzzetto findings [1], the traditional teaching (blackboard), learning and social network service learning were compared. From the comparison of two different methods of teaching and learning it has been found out the both learning methods are equally important on education. However, the literature doesn't found the clear analysis that SNS can be an effective tool for teaching and learning method. The literature research has not been seen to be focused on the increasing ratio of user as an important factor. It shows that Education oriented analysis has not been focused under user intention toward SNS. In the research of Filiz [5], the University's instructors have been surveyed as research sample, and Facebook has been examined as SNS tool. It has been found out that the literature research has analyzed only the instructor's whether they have been using SNS as an educational tool. However, it has not clarified whether SNS can be effective tool for education and the negativity or the weak aspects of SNS user intention are also neglected.

Although this research proposal has prepared base on different literature research, this study will try to include those areas of content where literature research has not been found so clearly.

## 7. Future research

This research proposal is based on the previous literature research. This research will be focused on quantitative and qualitative data. During research due to relational analysis and contents are web-oriented, so relative software will be used for data analysis which is a part of study. To complete the research and for practical study, hypothetical survey questions are being processed. The survey questionnaire is designing in three different patterns: Rural, Urban and Living abroad.

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