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Impact of Social Networking Sites for the Exchange of Information among Research Scholars of the Central Universities in North India: A Study

PhD Thesis Synopsis

Social media is booming trend today and evolving into important sources of information that complement traditional information sources. Among various social media tools, social networking sites (SNSs) have become enormously popular. They are being adapted and accessed by all sections of the society including academic and research community. Due to the free availability of online resources and wider connectivity, research scholars find social networking sites an easy platform to share and publicize their research, receive and give feedback. The popularity of SNSs has become increasingly popular over the past several years. One of the largest potential SNS populations can be found in India. Latest statistics shows that there are 134 million social media users in India. As the number of users of SNSs increased, students, particularly in academic institutions in India, gravitate toward many interesting social networking groups.

Using social networking tools and platforms can offer many benefits for research scholars. SNSs help research scholars in research and learning, collation of resources, collaborative and peer-to-peer learning. Benefits that research scholars draw from SNSs include sharing research ideas and experience, easy communication and finding solutions to research problems. Most of academicians connect on SNSs for social interaction as a main route for information and discussion, thereby facilitating knowledge building among communities of same or related school of thought. Some SNSs have succeeded in convincing the vast majority of their users to trust both the data found on individuals' profiles and the wisdom of publishing data about themselves.

Keeping in view the above aspects, the present study has been taken up to know the current use, benefits, and problems associated with exchange of information using SNSs and its impact on the academic/research work among the research scholars of Central Universities in North India.