



International Journal of Advanced Mass Communication and Journalism

E-ISSN: 2708-4469
P-ISSN: 2708-4450
IJAMCJ 2022; 3(2): 09-13
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www.masscomjournal.com
Received: 07-04-2022
Accepted: 14-05-2022

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A study on social network analysis among the students of community science in Uttarakhand

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Abstract

Social network refers to the articulation of a social relationship, ascribed or achieved, among individuals, families, households, villages, communities, regions and so on. Each of them can play dual roles, acting both as a unit or node of a social network as well as a social actor. This study majorly focused on analyzing the communication networks of the students. The objectives are to find out the most influential student among ten final year students of undergraduate program of Community Science students of Govind Ballabh Pant University of Agriculture and Technology and to identify the communication network related various areas such as JRF preparation, Banking sector advice, M.B.A., Placements and opportunities after graduation, Entrepreneurial ideas, Personal development activities and sports related activities. The software used for constructing the sociogram was Leader board X. Hence, on the basis of obtained sociograms, this can concluded that for consultation regarding sports activities A6 and A8 were mostly contacted, while for preparation of banking sector jobs A3 was consulted and for MBA preparation A5 was consulted. Consultation regarding placements and other opportunities after graduation was mostly done with A6 and for personal development activities A9 was consulted. Consultation regarding entrepreneurial ideas and JRF and PG examinations preparations A6 and A7 was made with them respectively.

Keywords: Social networking, social relation

Introduction

The term social network refers to the articulation of a social relationship, ascribed or achieved, among individuals, families, households, villages, communities, regions and so on. Each of them can play dual roles, acting both as a unit or node of a social network as well as a social actor (Laumann & Pappi, 1976). Kinship is a very common example of an ascribed relationship, while some common examples of an achieved relationship are those that are established in the course of regular interaction in the process of daily life and living, cultural activities.

According to Freeman (1978) [1], term “sociometry” refers to “an area of study dealing with the actual psychological structures of human groups, communities and societies at large sociometry postulates that group and have structures which consist of complex inter-personal patterns. These relationships are accessible to study by quantitative and qualitative procedures.” Social Network Analysis is a process of investigating social structures through use of network and graph theory. It characterizes network structures in term of nodes (individual actor or people within network) and the ties, edges or links (relationship or interactions) that connect them. SNA include information circulation, knowledge network, disease transmission etc. SNA process large amount of overall relational data and describe overall relational network structure. Sociogram is a graph database that depicts the relationships among individuals in a group in order to map the group’s social network.

Moreno (1995) developed the sociogram in the mid-20th century as a quantitative method for analyzing social relationships in prisons and social schools. His goal was to create a sociometric tool that would help administrators learn how reciprocal and non-reciprocal communication patterns, status, alliances and hidden agendas affected a group’s ability to remain cohesive.

Socio-grams are often used to gain insights that will help create more effective communication patterns and improve members' active participation.

Sociometry helps groups and individuals make necessary changes to function as more dynamic and successful work groups. The socio-metric technique is used to ascertain the degree of interaction among the group members either of a class or an assessed group. It gives clear picture about the acceptance of a pupil by his peer groups and is helpful to detect leader of class or group for leadership activities and leadership training and to give charge of group to leader for certain group activities. In case of socio-metric technique, information provided is limited by nature of socio-metric questions and the number of choices used. The data helps in processing a large amount of relational network structure. The data obtained through SNA reveals how individuals are connected and most importantly, how information flows. Social Network analysis provides the data of network exist in classroom or society for getting various information. Thus, present research study was undertaken ^[1] to analyze the communication networks of the undergraduate students of G.B Pant University of Agriculture and Technology ^[2] to find out the most influential student among the selected students of undergraduate students of G.B Pant University of Agriculture and Technology.

Research Methodology for Construction of Social Network Analysis

Present research was conducted on ten final year students of undergraduate program of Community Science students of Govind Ballabh Pant University of Agriculture & Technology to identify the communication network related various areas such as JRF preparation, Banking sector advice, M.B.A, Placements and opportunities after graduation, Entrepreneurial ideas, Personal development activities and sports related activities. Interview schedule

was made and on the basis of the response of the student's communication network was analyzed with the help of software- Leaderboard X. A sociogram is a tool for charting the relationships in a group by providing a visual representation of the social connection and presences of each individual. Sociogram was made on the basis of matrix. The nodes indicate the students and double-sided arrow depicts mutual relationship, whereas single side arrow denotes the direction of flow of information. The ten students were chosen randomly- A1, A2, A3, A4, A5, A6, A7, A8, A9, and A10. The choices and preferences given by students were obtained and with help of arrow marks, we can analyze the pattern of communication among students and their most preferred student for various information.

Results

The students were asked about whom they approach for various information and about their preference in different sectors. Sociogram were made on the basis of preferences of students with the help of software- Leaderboard X.

The ten students were chosen randomly- A1, A2, A3, A4, A5, A6, A7, A8, A9, and A10. On the basis of obtained sociograms, we can conclude that for consultation regarding sports activities A6 and A8 were mostly contacted, while for preparation of banking sector jobs A3 was consulted and for MBA preparation A5 was consulted. Consultation regarding placements and other opportunities after graduation was mostly done with A6 and for personal development activities A9 was consulted. Consultation regarding entrepreneurial ideas and JRF and PG examinations preparations A6 and A7 was made with them respectively. A6 was consulted the most for both placements and other opportunities after graduation and for entrepreneurial ideas too.

This type of analysis is useful to provide the data of leadership or network exist in the classroom.

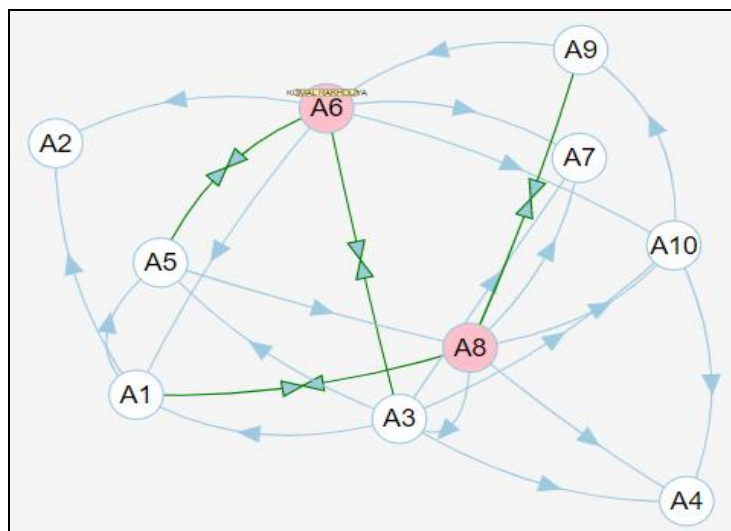


Fig 1: Socio-gram on communication network for sports activities

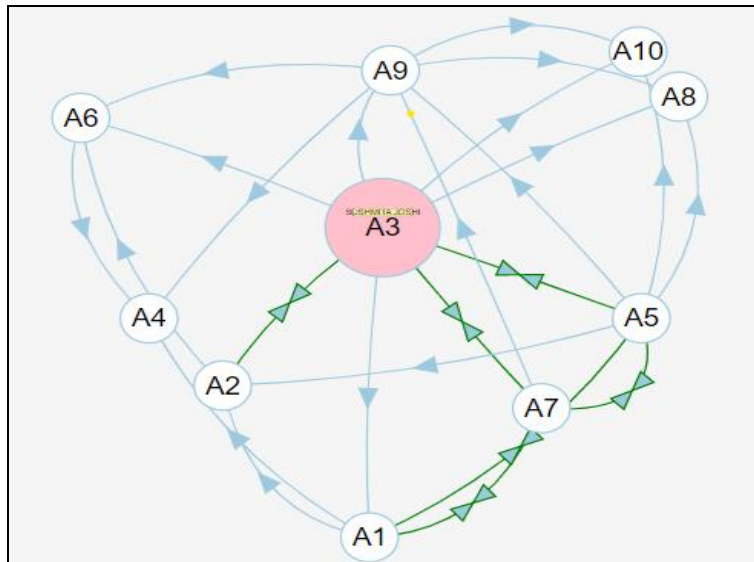


Fig 2: Socio-gram on communication network for banking sector

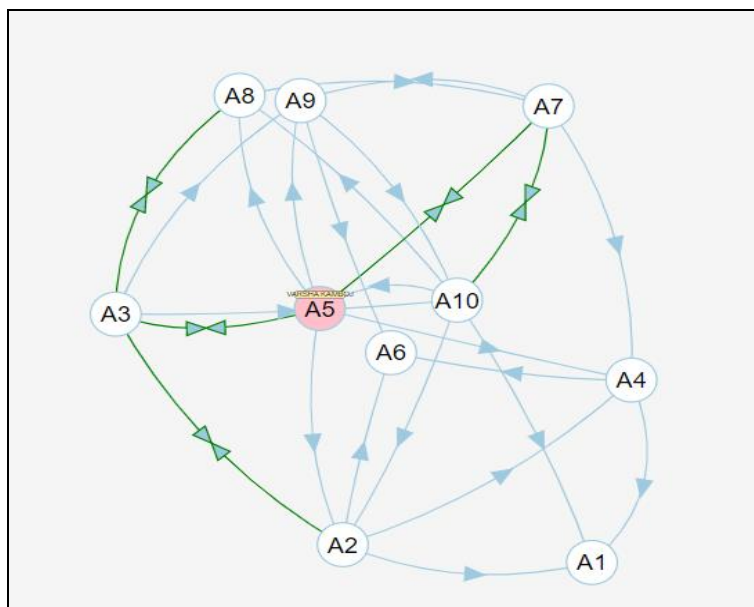


Fig 3: Socio-gram on communication network for MBA preparation

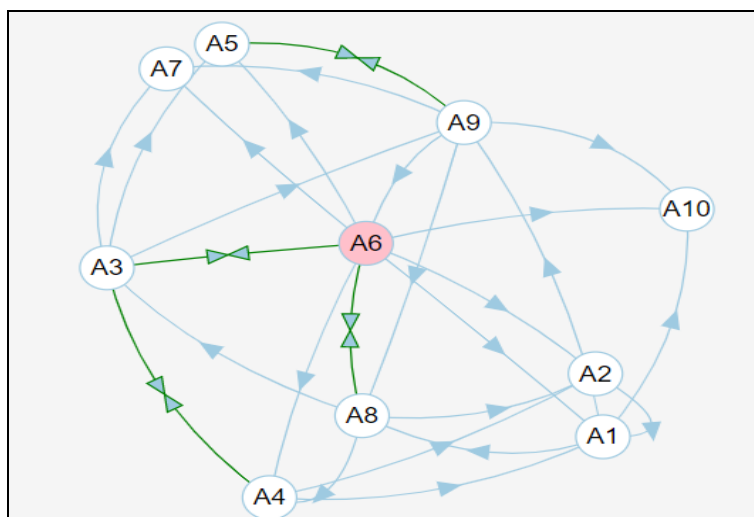


Fig 4: Socio-gram on communication network for Placements and other opportunities after graduation

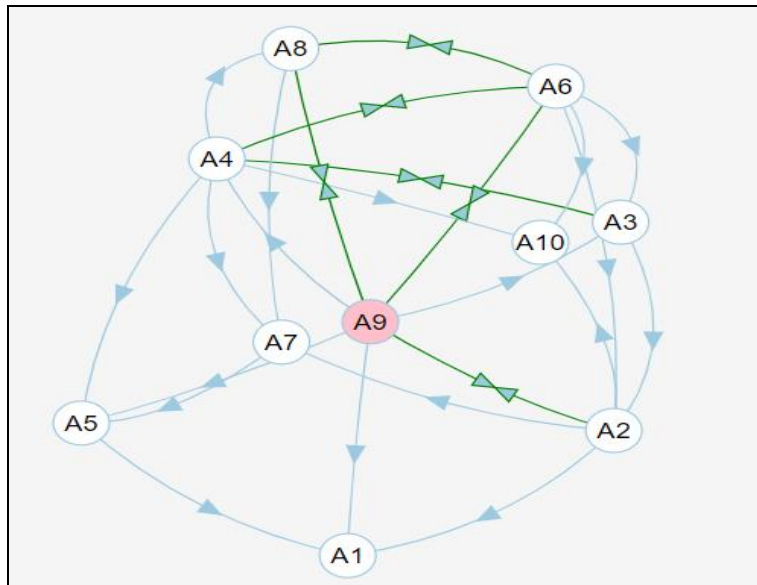


Fig 5: Socio-gram on communication network for Personal development activities

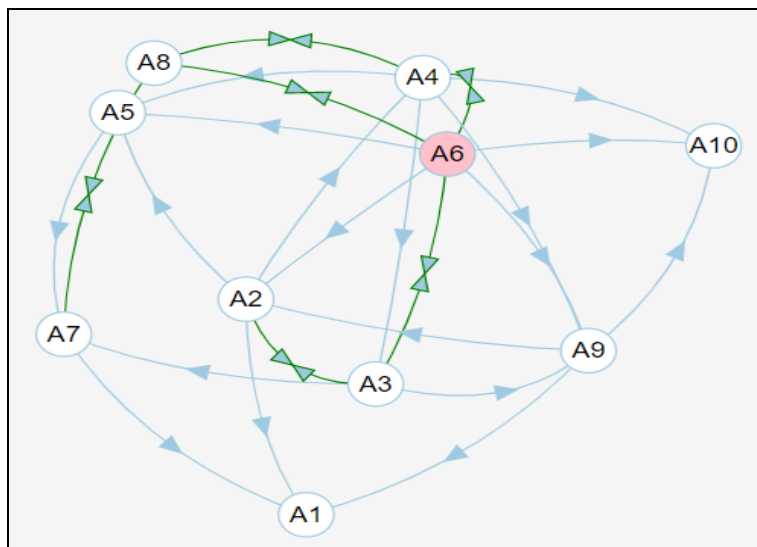


Fig 6: Socio-gram on communication network for Entrepreneurial ideas

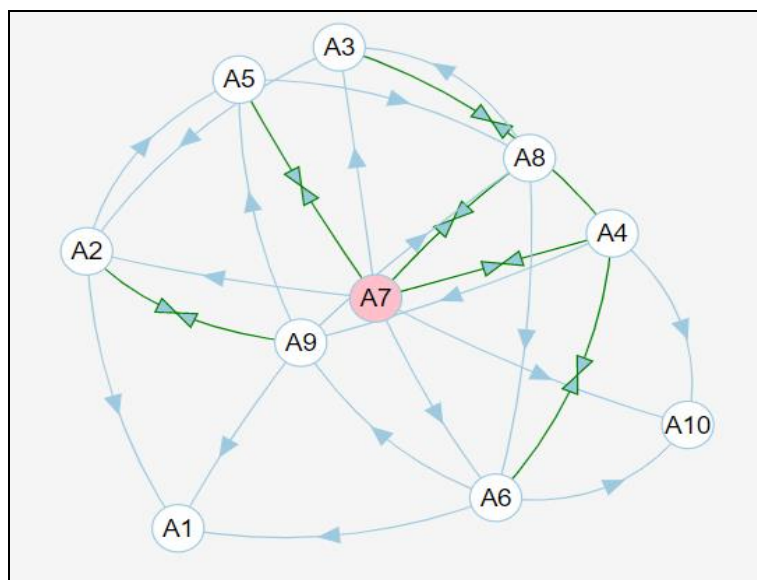


Fig 7: Socio-gram on communication network for JRF and PG examinations preparations

Conclusion

On the above discussion, this can be concluded that students contacted with each other for getting information on competitive examination, entrepreneurial activities, sports activities and other classroom activities and societies activities. This type of analysis is very important to identify leadership pattern in classroom.

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