Social Networks Usage among Youth in the Kyrgyz Republic

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Gulshat Muhametjanova
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Why is it important?

• Almost 8163 billion active SNS users (April, 2016).

• An average time, spent in the most famous SNS – Facebook was about 1000 minutes monthly per visitor.

• In 2015, it was estimated that if a Facebook were a country, it would be a country with the largest population.
Why is it important?

- In the Kyrgyz Republic,
  - in 2012 there were 4 most popular SNS, of which 3 were Russian SNS, namely, 
    - MoiMir,
    - Odnoklassniki
    - Vkontakte
    - Facebook.
  - Overall, there were 767 514 accounts from Kyrgyzstan, of which 12% were registered on Facebook (97 400 users).
  - In June, 2016, the number of Kyrgyz Facebook users reached 360 000
  - Users from the Kyrgyz Republic comprise the 2nd largest network in CA
  - Mostly, Kyrgyz people become members of SNS at age between 19-24; however, this number decreases year by year.
Why is it important?

• The aim of this study
  – to outline advantages and disadvantages of social networking sites use in the country,
  – determine whether SNS have a potential to be used as an educational tool in the country
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Research Goals

• Study the influence of social networks on youth, particularly, on:
  – thinking abilities of students
  – if they consider SNS as helpful in education
  – the level of trust to information on SN
  – how much money do users spend on SN
  – SN addiction level was investigated.
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### Demographic Profile of Respondents

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>52.1</td>
</tr>
<tr>
<td>Female</td>
<td>47.9</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
</tr>
<tr>
<td>14-18</td>
<td>11.3</td>
</tr>
<tr>
<td>19-24</td>
<td>81.7</td>
</tr>
<tr>
<td>25-28</td>
<td>4.2</td>
</tr>
<tr>
<td>29-35</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
</tr>
<tr>
<td>Secondary</td>
<td>1.4</td>
</tr>
<tr>
<td>Vocational</td>
<td>25.4</td>
</tr>
<tr>
<td>Incomplete higher</td>
<td>60.6</td>
</tr>
<tr>
<td>Higher</td>
<td>12.7</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>13.7</td>
</tr>
<tr>
<td>In education</td>
<td>8.5</td>
</tr>
<tr>
<td>Student</td>
<td>64.8</td>
</tr>
<tr>
<td>Unemployed</td>
<td>14.1</td>
</tr>
</tbody>
</table>
Influence of Social Networks on the Cognitive Skills of Respondents

- Gender
- Educational level
- Time spent on SN

How do you feel yourself when not in SN?

My thinking abilities are getting lower because of SN
Level of Trust to Information on Social Networks

- Gender
- Educational level
- Time spent on SN

How much do you believe to info in SN?
Social Networks addiction level

- Gender
- Educational level
- Time spent on SN

I can avoid surfing in SN
Do you pay attention to people around while in SN?
How long do you stay online at nights?
Money Spend on Social Networks by Students

Gender

Educational level

Time spent on SN
Social Networks in Education

- Gender
- Educational level
- Time spent on SN

- Time, spent on SN was useful
- SN disturbs my attention during work or lessons
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# Relationship between Factors

<table>
<thead>
<tr>
<th></th>
<th>gender</th>
<th>education level</th>
<th>time spent on SN</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do you feel yourself when not in SN?</td>
<td>0.009</td>
<td>0.000</td>
<td>0.107</td>
</tr>
<tr>
<td>My thinking abilities are getting lower because of SN</td>
<td>0.747</td>
<td>0.147</td>
<td>0.229</td>
</tr>
<tr>
<td>How much do you believe to info in SN?</td>
<td>0.008</td>
<td>0.236</td>
<td>0.162</td>
</tr>
<tr>
<td>I can avoid surfing in SN</td>
<td>0.063</td>
<td>0.002</td>
<td>0.352</td>
</tr>
<tr>
<td>Do you pay attention to people around while in SN?</td>
<td>0.009</td>
<td>0.089</td>
<td>0.000</td>
</tr>
<tr>
<td>How long do you surfe in SN at nights?</td>
<td>0.000</td>
<td>0.896</td>
<td>0.000</td>
</tr>
<tr>
<td>Money Spend on Social Networks by Students</td>
<td>0.469</td>
<td>0.185</td>
<td>0.914</td>
</tr>
<tr>
<td>Time, spent on SN was useful</td>
<td>0.029</td>
<td>0.001</td>
<td>0.043</td>
</tr>
<tr>
<td>SN disturbs my attention during work or lessons</td>
<td>0.514</td>
<td>0.029</td>
<td>0.043</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Education Level</th>
<th>Time Spent on SN</th>
</tr>
</thead>
<tbody>
<tr>
<td>female</td>
<td>Vocational</td>
<td>1-2 hours</td>
</tr>
<tr>
<td></td>
<td>Incomplete higher</td>
<td>3-4 hours</td>
</tr>
<tr>
<td>male</td>
<td>Higher</td>
<td>5-6 hours</td>
</tr>
</tbody>
</table>
Conclusion

• SN has a potential to be used in higher educational context:
  – respondents with higher level of education have more control over using SN
  – they do not feel uncomfortable when they are offline.
  – there is no effect of SN on respondents’ cognitive abilities.

• There are gender differences in habits of using SN.
Thank you😊