



# A STUDY ON IMPACT OF SOCIAL MEDIA NETWORKING SITES AMONG COLLEGE STUDENTS

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## ABSTRACT

Social media is a blessing for us, but some others consider it as a curse on human civilization in the name of advancement of technology. The use of social media plays a vital role in the post globalization era where in the entire society is technology driven and it has brought a remarkable change in the field of communication. Social media sites are providing huge information to users. Always helps to communication with their dear once.

**Key words:** communication, globalization, human civilization.

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## INTRODUCTION

The use of social media plays a vital role in the post globalization era where in the entire society is technology driven and it has brought a remarkable change in the field of communication. But there are both advantages and disadvantages in the use of social media. Lots of people think that social media is a blessing for us, but some others consider it as a curse on human civilization in the name of advancement of technology. The young people are turning social media without any awareness on increased time they spent on these sites. Many people have their own interpretation on social networks from the virtual perspectives so that they can break real life. It is a very tough task to find friends in real life and getting virtual friends

with the help of social networks. They try to be happy and satisfy with their establishment of everything by dominating the virtual identity and their issues.

### Objectives

1. To analyze the usage level of social networking sites in terms of the level of education, duration and purpose.
2. To examine the frequency of using social networking sites and the purpose to which it is being used.

### VISITING THE SOCIAL MEDIA SITES IN TIMES

The frequency of visiting the social media sites have impact over the overall personality of the users, hence the question relating to the visiting of social media is collected and presented in the table here below



Particulars	No. of respondents	Percentage
Above 10 times	532	54.7
8 – 10 times	175	18.0
5 – 7 times	115	11.8
3 – 4 times	84	8.7
1 to 2 times	65	6.7
Total	971	100

54.7 percent of the respondents visit the sites for more than ten times a day, 18 percent of them visit the social networking sites 8-10 times, 11.8 visits the sites 5-7 times, 8.7 percent visit 3-5 times and the remaining 6.7 visit the site for 1-2 times a day. Inference: It is found

that a large majority of the respondents visit the social media sites for above 10 times a day.

#### REASON OF USING SOCIAL MEDIA

The reason of using social media is the basis with which the study is made, hence the question relating to the reason of using social media is given below

Particulars	No. of respondents	Percentage
Education	105	11
Business	97	10
Jobs	145	15
Blogging	155	16
Updating Knowledge	62	6.5
Games	49	5
Chatting with Friends	158	16.5
Share Political Views	37	4
Share Photos	49	5.4
Send Messages	51	5.5
Get Advice	61	7.1
Total	971	100

It is found that 16.5 percent use it for chatting with friends, 16 percent use for blogging, 15 percent use it for job search, 11percent use it for education purpose, 10 percent use it for business, 7.1 percent use it for advice, 6.5 percent use it for updating knowledge, 5.5 percent use it for sending messages and the remaining 5.4 percent share photos.

Inference: Majority of the respondents use the social media for chatting with friends followed by blogging.

#### SUGGESTIONS:

- Students and teachers now get connected while making better use of

this platform for gaining and providing education, respectively.

- Involvement between the school and students, which help handle several student-related issues through the group associations.
- Students can also acquire information and insights from others within an online community.
- Groups are the perfect “home base” especially for an online course and can make it easy to connect with student.
- In social networking sites there are thousands of IDs were found as fake. For that we should be careful while

discussing with the comments and notifications from fake IDs.

- Even after a longer growth of Social Networking Sites (SNSs) there are no measures to stop and find out Fake IDs.
- While participating in a conversation with more than one person in a single window there is no option to delete our comments and posts so we should be cautious in using decent words.
- Social Networking Sites (SNSs) are two-way traffic so we must be ready to defend any kind of Cyber offences.

## Conclusion

Social medias are helping for the college students for improve their academic performance by learning process with their friends. Youths are interacting and communicate with professors and teachers with using social media. And always engaged in social sites. One side social media are help to students for their academic activity but at the same time they are wasting valuable time unnecessary. social media sites are providing huge information to users. Always helps to communication with their dear once. But the other side it is becomes makes addicted to college students and users of social media.

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