AN IMPACT OF SOCIAL NETWORKING ON COLLEGE STUDENTS WITH REFERENCE TO SOUNDARYA INSTITUTE OF MANAGEMENT AND SCIENCE

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ABSTRACT

Social networking continues to grow in popularity where, technology is a vital part in today's students success. This paper deals with cases how social networking has affected the studentsin?. A survey has been conducted on random students and has tried to understand on impact of social network on the social life. This study was carried out with age group of 18 to 29 years of age. 50 samples were selected with structured questionnaire. Hence, the impact generated due to social networking sites/applications are studied from point of view of youngsters. These should focus the growth and give the worthwhile output to the students for using social networking sites.

In this research paper a questionnaire is framed which focuses the increased use of social networking and helps to understand the background for using it. As a youngster, are they utilizing their precious time for good purpose or not? So, these things matter a lot for overall development ofstudents community.

KEYWORDS

Social Network, learning efficiency, Privacy policy.

INTRODUCTION

The definition of social networking is "the relationships that exist between network of people". In the last few years, the online world has changed dramatically. Thanks to the invention of social network, young men and women now exchange ideas, feelings, personal information, pictures and videos at a truly astonishing rate. However, every day many students are spending countless hours immersed in social network, such as Facebook, Linkdin, Twitter, Skype. At first glance this may seem like a waste of time;

however it also helps students to gain important knowledge and social skills, and be active citizens, who create and share content. At present, whether social network is favourable or unfavourable, many students utilize these networks on a daily basis. Many researchers have been defining into a considerable amount of research on how social network influences student retention at colleges. Many parents are worried that their wards are spending too much time on Facebook and other social network sites and not focusing on study. Therefore, our research ascertains the relationship between the social network and students' in academics efficiency.

OBJECTIVES

1.To know the impact of social networking on students academics.

2.To understand the awareness level of usage of different social networking sites.

3.To study the type of social issues discussed over social networking sites.

REVIEW OFLITERATURE

College students have great interest in social media. For the purpose of this study, social media was defined as Facebook, YouTube, Blogs, Twitter, MySpace or LinkedIn (Martin, 2008). Although, providing a detailed perspective on social media use among university students and underscoring that such use can produce both positive and negative consequences, according to a

Nielsen Media Research study, in June 2010, almost 25 percent of students' time on the Internet is now spent on social networking websites (Jacobsen, &Forste, 2011). Facebook is the most used social network by college students, followed by YouTube and Twitter. Moreover, Facebook alone reports that it now has 500 active million users, 50% of whom log on every day. In addition, according to a study by Online Ph.D. students spend roughly 100 minutes per day on Facebook. In 2007, the number of students who used Facebook was already enormous: 92 percent of college students had an account. By 2008, 99 percent of students had an account on Facebook. That is quite a large amount considering the service was only opened in 2006 to everyone.

RESEARCH METHODOLOGY

This research is based on the descriptive approach. It based on a survey of 50 students is use the social networks study through using structured questionnaires to study the negatives and disadvantages of the use of social networks, as well as secondary data through websites, newspaper, journal and books has been used.

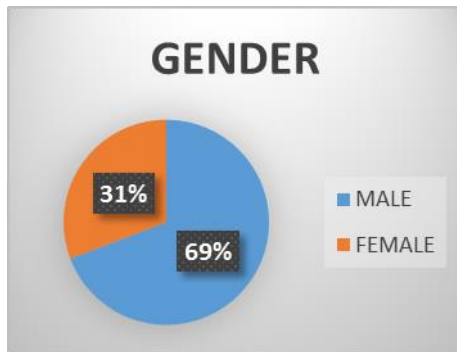**DATA COLLECTION**

Primary Data

Samples collected from students. Questionnaire method filled from youngsters age group 18 to 29years of age.

Secondary Data

The sources of Secondary Data are websites, newspaper, journal and books.
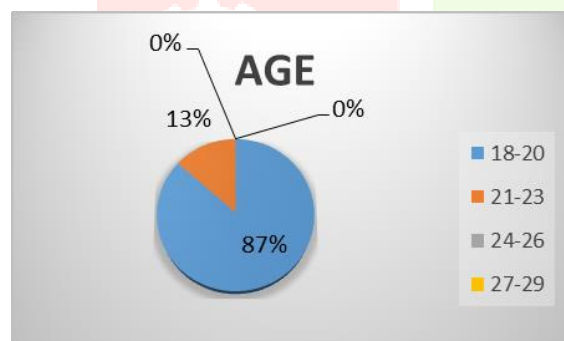
ANALYSIS AND INTERPRETATION OF DATA

1.   Gender

Interpretation:
Male respondents are 2 to 3 times more than the female respondents.
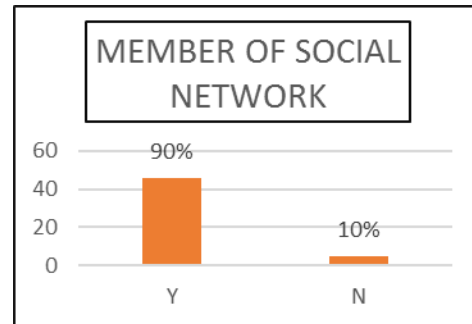
2.   Age group

Interpretation:
It is seen that group between 18 to 20 years are maximum in sample population.
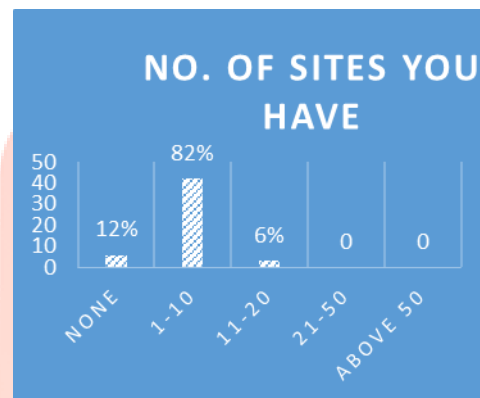
3.   Respondents using social networking sites

Interpretation:
It shows that all the youngsters use social networking sites.

4.How many social networking sites communities are you a member of?
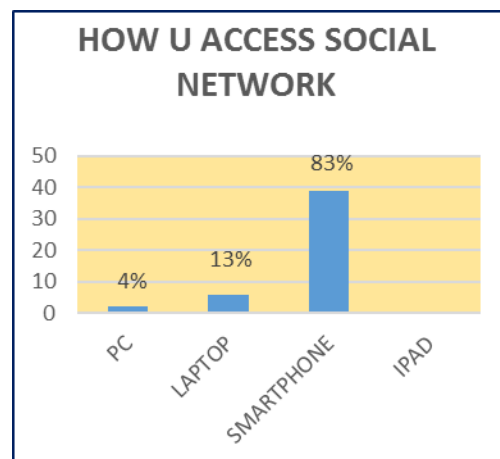

Interpretation:
It shows maximum youngsters aremember of more than one network but less than 10 networks

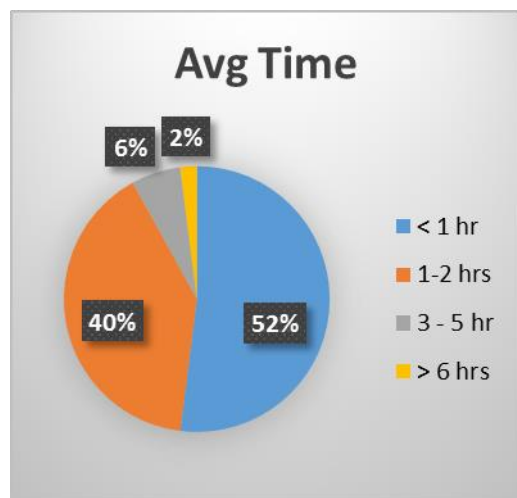**5.   How do you access your social network account?**

Interpretation:
It shows that the most of the youngsters are using smartphones to access social networking   sites and they own the smartphones for this reason students are buying their own phones.
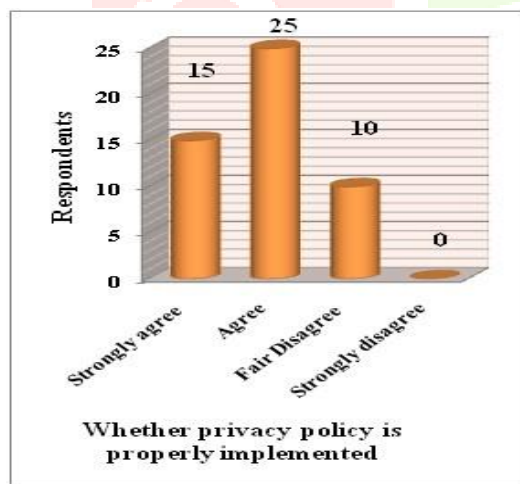
6.On an average, how much time do you spend daily on a social networking sites?

Interpretation:
Daily usage of these sites has been increased among youngsters.

7. Do you think privacy policies are effective in social networking sites?

Interpretation:
Privacy policy should be made stricter to stop criminal offenses.

SUGGESTIONS

1. Design a social network site under the supervision of community foundation working in the Family Development Sector.

2. Use of awareness programs in colleges is essential to monitor students the most important pros and cons for using social networking sites; with listed to practical cases to them the damage occurred.

CONCLUSION

The purpose of this research work was to examine the Social Networking usage patterns of students and the impact on their day to day and behaviour. It is found that Social Networking sites are very popular among the youths with the majority of them stating that they are active members of social networks. The current study has shed light on the evolving nature of Social Networking sites among youngsters illustrating the reasons why they use Social Networking, what information they shared and the impact of Social Networking on them. The finding of this study can be used for further research work on Social Networking sites and its impact on interpersonal relationship amongst youngster, culture and education.

REFERENCES

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[4]   http://blog.wisdomjobs.com/social-media-and-its-impact-on-youth/

[5] www.en.wikipedia.org/wiki/ Social_media

QUESTIONARIES' USED FOR PRIMARY DATA

1. Select your gender

 a. Male   b. Female

2. Select your age

a. 18-20 yrs   b. 21-23 yrs

c. 24-26 yrs   d. 27-29 yrs

3. Are you a member of a Social Networking Site?

        a. Yes   b. No

 4. If your answer to the above question isNo, then choose the reason why?

     a. Unaware about social networking

    b. Not interested joining social networking

    c. I joined once, but I didn't enjoy it

    d. It's against my culture

    e. No Privacy

5. How many social networking sites communities are you a member of?

a. None b. 1-10   c. 11-20   d. 21-50

e. Above 50

 6. How do you access your social network account?

a. PC b. Laptop c. Smartphone d. iP

 7. Do you think that people should put photos of their on the internet?

a. Yes   b. Sometimes c. No

8. **On an average, how much time do you spend daily on a social networking sites?**

a. Less than 1 hour   b. 1-2 hrs/day

 c. 3-5 hrs/day d. more than 6 hrs/day

9. **Do you think social networks are important?**

a. Strongly agree   b. Agree

    c. Disagree   d. Strongly disagree

 10. Do you think privacy policies are effective in social networking sites?

a. Strongly agree   b. Agree

    c. Disagree d. Strongly disagree