

A STUDY ON THE USAGE OF SOCIAL NETWORKING SITES BY THE COLLEGE STUDENTS IN COIMBATORE DISTRICT

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ABSTRACT

This research paper aims to identify the most prominent usage of social networking sites by the college students and the variables influencing the students develop usage in Coimbatore district. The data used in the study or primary in nature which has been collected through the issue of structured questionnaire. A sample of 840 students from 60 colleges has been selected through snowball sampling method. Simple percentage analysis, weighted mean score and chi-square test are applied to analyses the data. This study delineates that the students usage is high with academic purpose followed by social purpose and economic purpose. Further, the study indicates that majority of the students have moderate level of usage and the variables like age, degree pursuing, discipline, marital status, pocket money per month, type of accommodation, late night usage, number of contacts in social media, frequency of sharing news are found to be associated with the level of usage of social networking sites by the college students.

KEYWORDS: College students usage of social networking sites in Coimbatore District.

1. INTRODUCTION

The social media has become one of the most crucial communication means in recent times. However, social networking subsist so as to provide communication among people irrespective of the distance, making it open to people easily share information, files and pictures and videos, create blogs and send messages, and conduct real-time conversations. These systems are referred to as social, simply because they allow communication with buddies and coworkers so well and effectively. It also strengthens the ties between people of those systems. The favorite in the realm of internet sites are Facebook, Twitter and others. These websites and social forums are way of communication directly with other people socially and in media. They are playing a large and influential role decision-making in the occasions from the global world economically, politically, socially and educationally. **Waleed Mughed Al-Rahmi and Mohd Shahizan Othman (2013).**

2. LITERATURE REVIEW

The studies carried out with regard to usage of social networking sites for academic, economic and social achievements by the college students in India and abroad are reviewed in the paragraph that follows. **Aamo Iorliam and Egena Ode (2014)** observe that the time spent on social media, the frequency of visit and the total number of online friends has a statistically significant relationship with a student's academic performance. **Abdulla Jaafar Moh'd Desmal (2017)** discloses that the social media has a positive impact on academic performance and 57% of students prefer the mobile application WhatsApp as a social media for their academic purpose.

Peter Jegrace Jehopioet al. (2017) observe that students who manage their time well are likely to perform better than those who do not, by up to 48 percent. Also, the study found that students who reported that they use online social networking sites more for academic purposes also reported better academic performance, by up to 11 percent compared to those who engage in online social networking