

IMPACT OF SOCIAL NETWORKING SITES ON SOCIAL INTERACTION – A STUDY OF COLLEGE STUDENTS

ARCHANA KUMARI¹ & JYOTSNA VERMA²

¹Assistant Professor, Home Science, IIS University, Jaipur, India

²Student, IIS University, Jaipur, India

ABSTRACT

The popularity and development of social networking sites has revolutionized the way of communication especially among youth. The concept of sociability has gained a renewed interest with the emergence of the Social Networking Sites. Interpersonal interaction and communication has been getting replaced slowly by online communication. Although these Social Network Sites has contributed in keeping people connected but at the same time the risk factors associated with the use of social networking sites cannot be denied. The purpose of the present study was to find out the impact of use of social networking sites on their social relationship. So a total sample of 100 college students (17 to 23 years) was taken into the sample by using purposive sampling technique. Only those college students who are using any kind of Social Networking Sites were included in the sample. The data was collected by using a self constructed tool. The tool consisted of sixty four items to test the effects of social networking sites on college students. A significant correlation was found between of use of social networking sites and their social relationships. No difference was found in the use of social networking sites among boys and girls. 65% students feel that it helps them to maintain relationship with their friends and 33% agreed that social networking sites helps them to maintain a regular contact with their parents and teachers.

KEYWORDS: Social Networking Sites, Profile, Online Communication