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SOCIAL NETWORKING SITES ADDICTION OF COLLEGE STUDENTS



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ABSTRACT

Social networking sites have blowout their wings globally and become a passion to the young people all over the world. It is a fact that college students who spend excessive hours on social networking sites like Facebook and Twitter are unable to cope up with the real world. Social media has made the accessibilities that People do not meet the individuals in person anymore. Personal interaction in the real world has been reduced to a great extent by the arrival of social networking sites services. The



present study was conducted with the aim of studying the level of the social networking sites addiction among college students. 400 arts and science college students were taken as sample. It was also found that the level of the social networking sites addiction among college students is low.

KEYWORDS : *Social Networking sites and addiction of college students.*

INTRODUCTION :

Social relationship is considered to be the most important component of human life. The information and communication technology expanded the areas of inter personal relationship. With the development of the internet and social networking sites more people are using technology to communicate with their friends and family. Online inter personal connections in a novel way that was not available in previous generation is available now. So man's social inter action has significantly changed towards an online perspective. The extension in the field of communication brought numerable dynamic developments in every aspect of life. The sphere of entire life has been changed. That is why the new age is marked as the golden age of communication revolution.

A social networking site has the ability to bring people together linking the whole world. A major factor contributing to the high usability of Social networking sites is that it connects people without any boundaries. College students access Social networking sites from mobile and laptops, which has become more common. The social networking sites may be a particularly precarious and addictive medium, there is no doubt. Social networking sites addiction is a growing social problem (Kwiat Kowska et al. 2007, Echeburua & Corral 2010). From the past years, the concept of social networking sites addiction has developed as a legitimate clinical disorder often requiring treatment. According to Tsai et al. 2010, it is difficult, however, to investigate into the details of addiction, to

govern what on the social networking sites is the most dangerous and how to guard against this. Irrespective of the age and gender it reaches every one.

The founder of the world phenomenon Facebook, Mark Zuckerberg said, "Facebook is used by more than 175 million people .The social networking sites has many aspects and college students can do almost everything using it surf sites, send e-mails, participate in discussion groups ,download files, or role playing games and chat with their friends. The college students here get what they want simply and without worry.

The frequent use of social networking sites and other communication devices may cause changes in life. College students are indulging in internet for much purpose. Some of them lead to the behavioral changes of the user. These changes always may not be positive in nature. If the users do not possess real sense of self control then negative side effects like low self-esteem and loneliness can be seen. This also led to the damage of creative and dynamic abilities of the users. The addicted people, especially young people, face many psychological problems like depression, shyness, loneliness and low self-esteem. This addiction mainly affects young people studying in colleges and other educational institutions. Hence the investigator understood the need to study the social Networking sites addiction among college students.

BACKGROUND AND RATIONALE

Swift growth of modern technology brought changes on the way of life of people. It reduced verbalism and improved the relationship by simplifying the complexities. The initiation of online and cyber connections have great significant role in making the entire world towards a global village. The internet and other communication devices have brought a lot of benefits to human society. But it has some limitations too. The frequent use of social media especially social networking sites like Face book and twitter influence the overall behavior of young people. The number of young people spend on such sites is a basis of concern. Researchers have revealed that majority of internet users spend excessively long hours accessing various social networking sites.

Psychologists point the feel good factor associated with internet and other communication devices. The virtual world is different from real world and offers a feel good environment which serves as ego healer. Social networking sites use several tactics to appeal users. Fake sentiments are expressed high on social networking sites. This will lead to many psychological problems in the life of common individuals. Individuals addicted to social networking sites find it difficult to face reality for they use social media a mean of escapism from the naked realities. So, ultimately social networking sites became an a asylum for expressing personal feelings and emotions. These mood disorders are very high among social media addicts.

The use of social networking sites among college students has increased considerably over the last few years. There is a wider scope for using social networking sites for academic and intellectual developments. But many college students use it as a mean of entertainment and consequently they fall in networking mania. Finally it leads to a social networking sites addiction.

The social networking sites addicted college students face many social and psychological problems like depression, loneliness, academic failure and low self-esteem. Even though social media gives opportunities to reflect self-portrait many a time faked and virtual pictures are highlighted and posted in the wall papers. So they find it difficult and cannot face the hurdles of real world. This leads to false evaluation of his self. Here the investigator believes that the studies covering the aspects and new dimensions of social networking sites addiction can bring positive outlook towards the usage of them. By conducting studies in this area we can make a lot of significant contribution to enhance educational

process of future generation because we cannot fully avoid the relevance of social networking sites as it became a reality of our time. So this study has immense relevance as it tries to find out the awareness of social networking sites addiction among college students.

OBJECTIVES OF THE STUDY

- 1.To find out the level of awareness of social networking sites addiction among college students.
- 2.To find out whether there is any significant difference in social networking sites addiction among college students with respect to gender, locality and faculty.

HYPOTHESES OF THE STUDY

- 1.The level of awareness of Social networking sites addiction among college students is high.
- 2.There exists significant difference in the social networking sites addiction of college students with respect to gender.
- 3.There exists significant difference in the social networking sites addiction of college students with respect to locality.
- 4.There exists significant difference in the social networking sites addiction of college students with respect to group taken.

Method: Choosing the most appropriate data collection method is vital in attaining a good response. Surveys provide a means of measuring a population's characteristics, self-reported and observed behaviour, awareness of programs, attitudes or opinions, and needs. Hence the method adopted in the present study is Survey Method.

Sample: The present study was conducted on a sample of 400 college students. The sample selection was done using stratified sampling technique.

Tool: Social Networking Sites Addiction awareness Scale constructed and standardized by the investigator.

DELIMITATIONS OF THE STUDY

- 1.In the present study the investigator mainly handled the face book than any other social networking sites.
- 2.The investigator could not collect the data from other college students.

Data Analysis

Hypothesis 1: The level of awareness of Social networking sites addiction among college students is high.

Table - 1

Variable	N	Mean	Median	SD
SNS Addiction	400	114.26	108	36.39

Table -1 reveals that the measures of central tendency viz., Mean and Median of the variable social networking sites addiction of college students are almost equal. The Standard deviation is 36.39.Which shows Social networking sites addiction among college students is low. The level of

awareness of Social networking sites addiction among college students is low.

Hypothesis 2: There exists significant difference in the social networking sites addiction of college students with respect to gender.

Table - 2

S. No.	Category	N	Mean	SD	't' Value	Level of Significance
1	Male	179	124.52	36.36	5.315	Significant
2	Female	221	105.78	34.30		

The analysis of the above data shows that there is significant difference in the social networking sites addiction between male and female students. Hence it can be concluded that the male and female students differ in the level of social networking sites addiction.

Hypothesis 3: There exists significant difference in the social networking sites addiction of college students with respect to locality.

Table - 3

S. No.	Category	N	Mean	SD	't' value	Level of Significance
1	Rural	220	116.19	35.49	1.230	NS
2	Urban	180	111.16	36.54		

The mean scores of social networking sites addiction obtained for rural and urban students were analyzed. It is found that the mean difference in the social networking sites addiction between rural and urban college students is not significant. Hence it can be concluded that the rural and urban college students does not differ in the level of social networking sites addiction.

Hypothesis 4: There exists significant difference in the social networking sites addiction of college students with respect to Group.

Table - 4

S. No.	Category	N	Mean	SD	't' value	Level of Significance
1	Arts	220	108.05	35.15	3.352	Significant
2	Science	180	120.55	35.19		

The mean scores of social networking sites addiction obtained for arts and science college students were analyzed. It is found that the mean difference in the social networking sites addiction between arts and science college students is statistically significant. Hence it can be concluded that the arts and science college students differ in the level of social networking sites addiction.

MAJOR FINDINGS OF THE STUDY

1. The extent of social networking sites addiction for the total sample is comparatively low (M=114.26)
2. There exists significant difference in social networking sites addiction between male and female

college students (t value=5.315)

3. There is no significant difference in social networking sites addiction between rural and urban college students (t value=1.230)

4. There exists significant difference in social networking sites addiction between arts and science college students (t value=3.352)

EDUCATIONAL IMPLICATIONS

- ✦ There exists average addiction among college students, so the measures should be taken to strengthen the real life relationships among students.
- ✦ Students should be made aware of the bad effect of social media addiction on their personal and social behavior.
- ✦ Social networking sites have become the part of college student's life, so the positive utilization strategies should be developed among college students.
- ✦ Ample opportunities should be given in the campus to express creative potentialities.
- ✦ Students should be encouraged to utilize social networking sites for their academic development.
- ✦ Live and open discussions should be conducted in the college to generate real life debate in the students.

SUGGESTIONS FOR FURTHER RESEARCH

- ✦ A study can be conducted to find out the impact of social networking sites addiction on personal relationships.
- ✦ A study can be conducted to understand the real motives behind the excessive use of social networking sites.
- ✦ It can be studied about the reasons of becoming Face book as the popular social networking sites among young people.
- ✦ The same study can be replicated among post graduate higher secondary students.
- ✦ A study can be conducted to find out the relationship between social media addiction and academic performance of adolescents.

CONCLUSION

Social networking sites addictions were analyzed. Results show that there exists low social networking sites addiction. The male and female, Arts and Science students differ in their levels of Social networking sites addiction. There is no significance difference in Social networking sites addiction between rural and urban college students. So it shows that emergence and spread of social Networking sites in every part of the society. Students should be encouraged to utilize social networking sites for their academic development. Opportunities should be given in the campus to use social networking sites for the academic purpose.

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