A STUDY ON CUSTOM OF SOCIAL NETWORKING SITES WITH SPECIAL REFERENCE TO COLLEGE STUDENT IN SIVAKASI CITY

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Abstract
The popularity of the social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens use it extensively to get global access. These social networking sites such as Twitter and Facebook have become a raging craze for everyone nowadays. The negative effects of these social networking sites overweigh the positive ones. These sites have caused some potential harm to society. The students become victims of social networks more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work. Through this article researcher made an attempt to highlight the pattern of using Social networking sites by the College students.

Key words: Online, Physical and Mental Health.

INTRODUCTION
Students today have begun to rely on the accessibility of information that is available on the social media platforms specifically as well as the web in general in order to get answers. This means that there is a reduced focus on learning as well as on retaining information. In addition, students are attempting to multi-task. They are trying to check various social media sites while they study. This leads to reduced academic performance. Besides, their ability to concentrate on their task at hand gets significantly reduced due to the distraction that is brought by all these social media sites. The other negative effect on students is that they are spending too much time on social sites, and much lesser time on socializing in person. In fact, there is a lack of body signals besides other nonverbal cues, including tone and inflection in case of social networking sites. Thus they cannot be considered as an adequate replacement for any face-to-face communication. Not only this, students who are spending a great deal of time on these social networking sites are not able to communicate in person in an effective manner. Students who are using technology including the social networking sites on a regular basis tend to have more stomach aches, besides sleeping problems, as well as anxiety and depression. Such students also display more of narcissistic tendencies besides many other psychological disorders, including various antisocial behaviors as well as aggressive tendencies. The Overuse of these social networking sites daily tends to have a negative effect on the health of all students as it makes them more susceptible to various health problems in the future. This is where peers, teachers and parents need to play a major role by making the students aware of what they are missing out while spending too much time on these sites.

STATEMENT OF THE PROBLEM
The more time the students spend on these social media sites, the less time they will spend socializing in person with others. This reduces their communication skills. They will not be able to communicate and socialize effectively in person with others. The employers are getting more and more unsatisfied with the communication skills of the fresh graduates due to this reason. The effective communication skill is the key to success in the real world. The excessive use of these sites affects the mental as well as physical health. Students do not take their meals on time and take proper rest. They take excessive amount of coffee or tea to remain active and focused which effects negatively on their health. The overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people in person. The parents should watch their children when they use the internet. They should be on guard whether they are using it for appropriate time period or not. The peers and teachers should also help students make them aware of the negative effects and explain what they are losing in the real world by sticking to these social networking sites.

OBJECTIVES OF THE STUDY
The objectives of the study are:
1. To study the pattern of using social networking sites.
2. To know the purpose of using social networking sites.
3. To trace out the kind of relationship maintained by the college students through social networking sites.

ANALYSIS OF THE STUDY
TABLE-1, GENDER WISE CLASSIFICATION

S.NO	Particular	No. of Respondents	%
1.	Male	36	72
2.	Female	14	28
	Total	50	100

Source: Primary Data

The above table shows that, 72% of the student respondents are male and remaining 28% of the respondents are female.

TABLE-2, AGE WISE CLASSIFICATION

S.NO	Particular	No. of Respondents	%
1.	17-19years	18	36
2.	20-22 years	28	56
3.	23-25years	4	8
4.	Above 25 years	0	0
	Total	**50**	**100**

Source: Primary Data

The overhead table connotes that, 56% of the respondents are under the age group of 20-22 years, 36% of the respondents are in the age group of 17-19 years, 8% of the respondents are in the age group of 23-25years and no respondents are under the age group of above 25 years.

TABLE-3DECIPLINE WISE CLASSIFICATION

S.NO	Particular	No. of Respondents	%
1.	Humanities	20	40
2.	Science	8	16
3.	Engineering	22	44
	Total	**50**	**100**

Source: Primary Data

This table describes that, 44% of the respondents belong to Engineering, 40% of the respondents belong to Humanities and rest of the respondents belongs to Science discipline.

TABLE-4, RESIDENTIAL STATUS

S.NO	Particular	No. of Respondents	%
1.	Day scholar	44	88
2.	Hostler	6	12
	Total	**50**	**100**

Source: Primary Data

The above table reveals that, 88% of the student respondents are Day scholars, and remaining 12% of the respondents are Hostlers.

TABLE-5, TIME OF USING SNS

S.NO	Particular	No. of Respondents	%
1.	Daily morning	0	0
2.	Daily evening	6	12
3.	Daily night	8	16
4.	During Holidays	30	60
5.	Every time	6	12
	Total	50	100

Source: Primary Data

It is observed from the above table that, 60% of the respondents log in to their account during the holidays, 16% of the respondents are using social networking sites daily at night,12% of the respondents log in to their account daily in the evening and another 12% of the respondents are using their account every time and no respondents log in to their account daily in the morning.

TABLE-6, PURPOSE OF USING SOCIAL NETWORKING SITES

S.NO	Particular	No. of Respondents	%
1.	Educational purpose	18	36
2.	Entertainment purpose	24	48
3.	For sharing comments	6	12
4.	For sharing photos and videos	2	4
	Total	50	100

Source: Primary Data

From the above table it is clearly noted that, 48% of the respondents are having account in social networking sites for entertainment purpose, 36% of the respondents are using social networking sites for Educational purpose, 12% of the respondents are having account in social networking sites for sharing comments, and 4% of the respondents are using social networking sites for sharing photos and videos.

TABLE-7, RELATIONSHIP THROUGH SOCIAL NETWORKING SITES

S.NO	Particular	No. of Respondents	%
1.	Old friends	8	16
2.	Class mates	12	24
3.	Teachers	4	8
4.	Relatives	4	8
5.	Unknown persons	22	44
	Total	50	100

Source: Primary Data

The above table reveals that, 44% of the respondents are having contact with unknown persons through social networking sites, 24% of the respondents are having rapport with their class mates, 16% of the respondents are having touch with old friends through social networking sites, 8% of the respondents are having contact with their teachers through social networking sites, and another 8% of the respondents are having contact with their Relatives through social networking sites.

TABLE-8, NUMBER OF FRIENDS IN THE SOCIAL NETWORKING

S.NO	Particular	No. of Respondents	%
1.	Below 50	20	40
2.	51-100	10	20
3.	101-150	6	12
4.	Above 150	14	28
	Total	50	100

Source: Primary Data

The above table shows that, 40% of the respondents have below 50 friends in their social networking sites, 28% of the respondents are contact with above 150 friends through their social networking, 20% of the respondents are having rapport with 51-100 friends in their networking and remaining 12% of the respondents do maintain friendship with 101-150 friends in their social networking.

TABLE-9, CONTACT WITH MALE/FEMALE

S.NO	Particular	No. of Respondents		Total	%
		Male	Female		
1.	Yes	30(93.5%)	10(55.55)	40	80
2.	No	2(6.25%)	8(44.44)	10	20
	Total	32	18	50	100

Source: Primary Data

The above table shows the status of contact with male/female friends. 80% of the respondents contact with male/female friends through their social networking and remaining 20% of the college students don't have contact with male/female friends. It reveals that 93.5 per cent male students have contact with female friends and 55.55 per cent female students have contact with their male friends which lead to cultural hazard.

TABLE-10, UNKNOWN FRIENDS IN SOCIAL NETWORKING

S.NO	Particular	No. of Respondents	%
1.	Below 20	26	52
2.	21-40	8	16
3.	41-80	6	12
4.	Above 80	10	20
	Total	**50**	**100**

Source: Primary Data

It is inferred from the above table that, 52% of the college students have below 20 unknown friends, 20% of the respondents have relationship with above 80 unknown friends through their social networking sites, 16% of the college students have contact with 21-40 unknown friends in their social networking and remaining 12% of the respondents have 41-80 unknown friends in their social networking sites.

TABLE-11NAME OF THE SOCIAL NETWORKING SITE

S.NO	Particular	No. of Respondents	%
1.	Facebook	36	72
2.	My space	0	0
3.	Twitter	2	4
5.	Whatsapp	4	8
5.	Both Face book and Whatsapp	8	16
	Total	50	100

Source: Primary Data

The above table shows the name of the social networking sites in which college students have their social networking. In this way, 72% of the college students have Facebook account, 16% of the students are the members of both Facebook and Whatsapp, 8% of the college students have membership in Whatsapp, 4% of the respondents have Twitter account and no respondents have account in my space.

TABLE-12MODE OF USING SOCIAL NETWORKING SITE

S.NO	Particular	No. of Respondents	%
1.	Own computer	20	40
2.	Own smartphone	24	48
3.	Net café	0	0
4.	Other modes	6	12
	Total	50	100

Source: Primary Data

From the above table it is clearly mentioned that, 48% of the college students are using their account through their smartphone, 40% of the students are operating their account through their own computer, 12% of the students log in to their account through other modes such as, laptop, friends mobile etc., and no respondents sign in their account through net café.

TABLE-13, HOURS OF USING SOCIAL NETWORKING

S.NO	Particular	No. of Respondents	%
1.	Below 1 hour	28	56
2.	1-2 hours	6	12
3.	3-4 hours	2	4
4.	Above 4 hours	14	28
	Total	50	100

Source: Primary Data

The above table shows the hours of using social networking by the college students. In this regard, 56% of the respondents use their social networking sites below 1 hour, 28% of the respondents engage with social networking sites above 4 hours, 12% of the college students use their networking sites for 1- 2 hours and remaining 4% of the college students use their networking sites below 1 hour.

TABLE-14, SOURCE OF MONEY FOR SPENDING SOCIAL NETWORKING SITE

S.NO	Particular	No. of Respondents	%
1.	Pocket money	40	80
2.	Own money through part time job	10	20
	Total	50	100

Source: Primary Data

From the above table, it is inferred that, 40% of the college students are spending their packet money for operating social networking sites and remaining students are their own money through part time job.

TABLE-15, AMOUNT SPEND FOR USING SOCIAL NETWORKING SITE

S.NO	Particular	No. of Respondents	%
1.	Below Rs. 30	26	52
2.	Rs. 30-50	18	36
3.	Rs. 51-70	2	4
4.	Above Rs.70	4	8
	Total	50	100

Source: Primary Data

From the above table it is inferred that, 52% of the students are spending below Rs. 30, 36% of the students are incurring Rs. 30-50, 8% of the students are consuming Above Rs. 70 daily and remaining 4% of the respondents are spending Rs. 51-70.

TABLE-16, PERMISSION FROM THE PARENTS

S.NO	Particular	No. of Respondents	%
1.	Yes	8	16
2.	No	42	84
	Total	50	100

Source: Primary Data

The above table shows the status of permission from the parents to operate their social networking sites. In this regard, 84% of the respondents are usually do not get permission from their parents for operating their networking site and rest of the 8% of the respondent's only get permission from their parents to operate their social networking accounts.

Table-17,RELATIONSHIP BETWEEN AGE OF THE COLLEGE STUDENTS AND THEIR RELATIONSHIP THROUGH SOCIAL NETWORKING SITES

H_0 = there is no significant difference between age of the college students and their relationship through social networking sites

AGE/RELATIONSHIP	Old Friends	Class Mates	Teachers	Relatives	Unknown Persons	Total
17-19 YEARS	6	1	1	1	9	18
20-22 YEARS	1	10	2	2	13	28
23-25 YEARS	1	2	1	1	0	4
ABOVE 25 YEARS	0	0	0	0	0	0
TOTAL	8	12	4	4	22	50

$$X^2 = \frac{(O-E)^2}{E}$$

DF= (R-1) (C-1)

= (4-1) (5-1)

= 12

Level of significance = 5%

Calculated value = 16.695

Table value = 21.026

Hence, the null hypothesis is accepted. It is accepted that, there is no relationship between age of the college students and their relationship through social networking sites.

RESULTS
1. 72% of the student respondents are male and reaming 28% of the respondents are female.
2. 56% of the respondents are under the age group of 20-22 years.
3. 44% of the respondents are belongs to Engineering.
4. 88% of the student respondents are Day scholars.
5. 60% of the respondents are log in to their account during the holidays.
6. 48% of the respondents are having account in social networking sites for entertainment the purpose.
7. 44% of the respondents are having contact with unknown persons through social networking sites.
8. 40% of the respondents having below 50 friends in their social networking sites.
9. 80% of the respondents contact with male/female friends through their social networking.
10. 52% of the college students are having below 20 unknown friends.
11. 72% of the college students are having Facebook account.
12. 48% of the college students are using their account through their smartphone.
13. 56% of the respondents are using their social networking sites below 1 hour.
14. 40% of the college students are spending their packet money for operating social networking sites.
15. 52% of the students are spending below Rs. 30 for using Social networking Sites.
16. 84% of the respondents are usually do not get permission from their parents for operating their networking site
17. It is accepted that, there is no relationship between age of the college students and their relationship through social networking sites.

SUGGESTIONS
1. Government wants to prevent the activities of these social networking sites which are beyond the limit.
2. Age limit must be fixed above 20 years by the authorities.
3. Parents must supervise the children everyday regarding the usage of Social networking sites.
4. A teacher wants to educate the students about the perils of using Social networking sites.

CONCLUSION
These social media sites have become so popular in such a short time because the information gets published in a fast way. This has actually created a lax attitude for using proper spelling as well as grammar. In fact, the students are unable to write effectively without the aid of the spell check feature of a computer. The kind of anonymity that is available on the Internet has made many students forget that they need to filter any information that they post. In fact, many colleges as well as potential employers tend to investigate the social networking profiles of an applicant before they grant any acceptance or an interview. And there are many students who are not constantly evaluating the content which they are publishing online. All this can lead to negative consequences even later on in their life. Hence, the usage of social networking sites by the students is in the hands of their parents and teachers.

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