

Chapter 9

Usage of Social Networking Sites Among Post Graduate Students

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ABSTRACT

Social networking sites over the years have changed from a few user-based sites into a phenomena that has become a platform for a huge number of users. However, the growth and development of social networking sites have brought great concerns on parents and educational authorities with respect to potential risks that are facing the university students as they use online social networking frequently for gathering information. The risk associated with social networking sites when used for oral communication rather than face-to-face communication results in damaging interpersonal communication among the users. The results obtained from this study have shown that a reasonable number of university students use the social networking sites. Therefore, the popularity of the social networking usage by university students of Tamil Nadu and the benefits it has on the student-users have been confirmed from the findings of this study. There are also various purposes for which the students use the social networking sites to achieve and that have been investigated. Technology is a double-edged sword. Its power for bad and good resides in the users. Based on this, it is instructive to note that the relevant government authorities have to take good measures to ensure that they (student) are made to be aware of how and why they use the social networking sites.

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INTRODUCTION

Social Networking Sites are integrated into everyone's life. Man cannot live without society. Family is the primary spot for figuring out how to be in the gathering. Gatherings likewise stretch out to class, college, work place, playground and so forth. In ongoing year's new relationship began with the entry of artificial machines called PC and web. Individuals talk, offer and trade their delights, distresses, everyday happenings, instruction, relationship and so on, with the assistance of desktop through online Social Networking Sites.

The innovative progression had made an extraordinary and huge effect in the general public and particularly on the more youthful age. This logical headway is helping from basic assignment in making the work and occupation simpler. Computer turned into an unimaginable device in the realm of correspondence. The creative progression of the PC and web in the age enables the general population to impart even they are of million miles from one another. Once we were very much aware of pen-companions from different parts of the world. Without knowing one another, individuals had contact abroad. Clearly, by and by the history rehearses as Social Networking Sites. Today the friendship ratios among the young genes have broadened across the sea.

BACKGROUND OF THE STUDY

In the most recent years of the twentieth century, the world and particularly India saw a wonderful and quick headway in data and correspondence advancements. In this time, "correspondence" has developed as the most well-known term. Today the correspondence upset has united individuals paying little heed to geological limits. The need to convey is a piece of an individual's inborn being. Since the very beginning mankind has imparted utilizing distinctive procedures and strategies. Conditions and accessible innovation have directed the technique and methods for correspondences. Subsequently, every once in a while new communication technologies have been developed for better individual and also for mass correspondence. With the approach of the printing innovation the new time of mass correspondence started. At that point the innovation of wireless communication came into existence – Radio was found. Afterward, the creation of Television had an enormous effect around the world.

SOCIAL NETWORKING SITES (SNS)

A social networking site can be characterized as online administrations that enable people to: a. Build a public or semi-public profile inside a limited framework b. Explain a rundown of different clients with whom they share an association c. View and cross their rundown of associations and those made by others inside the framework. Christian Fuchs characterizes Integrated social networking sites (ISNS) as an electronic stages that coordinate distinctive media, data and correspondence advancements, that permit at any rate the age of profiles that show data that depicts the clients, the presentation of associations (association list), the foundation of associations between clients that are shown on their association records, and the communication between clients. Online social networking sites permits the multimodal client produced substance to be shared Social networking sites are applications that empower clients to interface by making individual data profiles, welcoming companions and associates to approach those

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