A STUDY ON THE INFLUENCE OF SOCIAL NETWORKING SITES ON THE INTERPERSONAL RELATIONSHIPS OF COLLEGE STUDENTS IN CHENNAI AND COIMBATORE CITIES OF INDIA

*PurinatYamakanith,
Research scholar, School of Commerce,
CMS College of Science & Commerce, Coimbatore.

**Mr.P.Gurusamy,
Assistant Professor, School of Commerce,
CMS College of Science and Commerce, Coimbatore.

ABSTRACT

In India at present the usage of Social Networking Sites (SNS) amongst college going students has vastly increased and the usage of SNS has extensive influence on these students in numerous ways, particularly on their interpersonal relationships. The present study is placed in this context to examine the influence of SNS on interpersonal relationships of college students and also to construct a profile which can capture the college students’ usage pattern of SNS. Six hundred college students were selected from both Chennai and Coimbatore cities for generating primary data; questionnaire methods were used for the said purpose. In the present study the concept of social network and social networking sites are explained in detail through sociological perspective. A greater section of this article is dedicated for discussing the growth of SNS in India, particularly among the college students. It was found that the usage of SNS has effect on interpersonal relationships of college students, particularly with their members of family, friends and teachers. It was also found that due to the availability of SNS the communication between college students and their members of family, between college students and their friends has increased. In this study college going students’ usage pattern of SNS, their purpose of usage of SNS, the amount of the time they spend, their preferred SNS, degree of their trustworthiness of online friends and much more interesting aspects have been dealt keeping the scientific research as base. It provides an outlook for investigating the technological implications on society in the domain of sociology.

Keywords: Social networking sites, interpersonal relationships, college students, social network, communication