

<b>ACC NO</b>	<b>230</b>
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**SOCIAL NETWORKING SITES ADDICTION AND SELF ESTEEM OF COLLEGE  
STUDENTS**

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Year of study : 2012

**OBJECTIVE**

- To find out the extent of social networking sites addiction among college students.
- To find out if there exist any significant relationship between social networking sites addiction and self esteem of college students.

**METHODOLOGY**

**Method** : Survey method  
**Sample** : 400 under graduate students.  
**Tool** : Social Networking Sites Addiction Scale, Self Esteem Inventory  
**Statistical techniques** : Percentile, Test of significance of mean difference for large independent sample, Pearson product moment coefficient of correlation.

**RESULT**

Results reveal that the extent of social networking sites addiction of the college students is comparatively low and there exist a high and negative relationship between social networking sites addiction and self esteem of college students.

**KEY TERMS:** social networking sites, addiction, self esteem