USAGE OF SOCIAL NETWORKING SITES AND INTERPERSONAL RELATIONSHIP AMONG HIGHER SECONDARY SCHOOL STUDENTS

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Year of the Study : 2014

OBJECTIVE

To find out the usage profile of social networking sites applications of Higher Secondary Students

To determine whether there is a significant influence of social networking sites on the interpersonal relationship among Higher Secondary students.

METHODOLOGY

Method Used : Survey Method.

Sample : 640 Higher Secondary Students

Tools : Questionnaire to find out social networking site usage, Questionnaire to find their status of relationship with family, friends and teachers

Statistical Techniques : ANOVA, t- test

RESULT

Higher Secondary Students use social networking sites approximately 2-4 hours per week. Mostly during night time and on holidays. There is a significant difference in the interpersonal relationship with family and teachers among high frequency social networking users and low frequency users. But no significant difference found in the interrelationship with friends.

<u>KEY WORDS</u>: Social Networking Sites, Interpersonal Relationship, Higher Secondary School Students