



A STUDY ON STUDENTS BROWSING BEHAVIOR WITH SPECIAL REFERENCES TO SOCIAL MEDIA NETWORK AT RAJAH SERFOJI GOVERNMENT COLLEGE (AUTONOMOUS), IN THANJAVUR

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INTRODUCTION

Now a day's Social media having many features and characteristics. It have many facilities on social media like as communicating ,to chatting with friends, images sharing , audio and video sharing , to connect with all over world. It is also cheapest fast access to the world so it is very important for all age of peoples. Its use is increasing day by day. Majority of students is shifting speedily from electronic media like as Television and radio. Youth rate is very much to shifting into social media so its influences are much on youth. Mainly this study is focused the influences of social media on students and their life style, trends, educational and political awareness, physical activities, social life, their learning and so on.

REVIEW OF LITRETURE

- **Andres Kaplan** (2010) described in his study that social media is a set of internet based application that constructs on the ideological and technological foundation of wed and that permit the design and exchange of user generated content (Chukwuebuka, 2013).
- Merriam Webster encyclopedia Britannica Company defines: youth is the time of life when someone is young. Youth is the time when a young person has not yet become an adult.
- Youth is very important for future of any nation and country's progress and development
- Now a day Social media is essential for youth in the field of education to learn new trends in education, to improve writing and communicating skills, cultural promoting, religious and political information gathering and sharing links, better living style, growth and development of society (Merriam Encyclopedia, 2001).
- The internet and American life project: social media internet has different impact in various aspects on American's life. And this project covers the different areas of life in which some areas are here demographics, government official and on line elections and policies, education, family, friends and community, health, news and events, internet evaluation, online activities and searches, Public policy, technology, media and use of media (Turow, 2011).
- Social media such as Facebook, Skype, Twitter, YouTube and MySpace may have been freshly marketed as great leveler as gathering in which divides of races, classes, and ethnicity.
- **Shrestha lucky** (2013) described that **social media** is means of connections among people in which they create, share, and exchange information and ideas in virtual communities and networks (Shrestha lucky, 2013).
- **Alison Doyle** an American Psychologist: She define Social media as, it is various online technology tools that enable people to communicate easily and people use social media to share information , text, audio, video, images, podcasts, and other multimedia communication.
- **Whereas Anthony J. Bradley** (2009) he defines Social media is an inevitable for the vast majority of organizations worldwide. He says this predictability is not assurance of success. He says many organizations fail in social-media efforts because they do not deliver their products on the six core principles that set social media apart and bring about its unique value. And these Six Core Principles of are social media collaboration. Social media network site define social media as: it is an online location where people can interact with others about information, entertainment, news and which will be on their own choice and creation (Turow, 2011).

IMPACT OF SOCIAL MEDIA ON STUDENTS

Social media having various impacts on student's life. Sometimes the impacts are in Positive aspects, Sometimes these impacts are in negative to its user. Many of the students are having interested in browsing, others are not interested to browsing. Majority of the female students are not interested to using the social media. And another impact on majority of the students are using on social media on chatting with their friends only. Least of the students only are using studying purpose. Another impact is an the majority of the students are having Smartphone on browsing. And the impact of using the social media is an is not affecting on their studies. . Now the students can be touch through instant messaging, social networks, online games and many other tools. Students are growing up in a constantly connected society on the way of social networking media.

BBC news research (2013) their research discuss that sixty seven percent Face book users very common and well known social media portal comprised of the youth and students so this compliment the fact the youth and student have more focus

and relation such asocial media the negative use of social media occur when students involves themselves in unethical activities on social media portal, sharing of useless information, and posting such as images that are injurious national dignity and foreign relationship of country .

OBJECTIVE OF THE STUDY

1. To identify the browsing behavior of students studying in under graduate programmers in RSGC college
2. To identify their awareness level about the social media.
3. To study the reasons for using the social media.
4. To analyze the influences of social media on students social life.
5. To evaluate the purpose behind the browsing behavior of students pertaining social media websites

RESEARCH METHODOLOGY

It is systematic way for solving the research problem. And survey type research was conducted, through the questionnaire student's opinion about the impact of social media on students. In this statement was developed related to the various aspects of student's life.

RESEARCH DESIGN

Here the research is descriptive in nature, since the population is defined in students in thanjavur city, on probabilities sampling method is practiced. In this convenient sampling technique is practiced to conduct the survey and identify the real respondents to produce the accurate data.

Population:The population of the study contains on students of rajah Serfoji govt.college, thanjavur.

Sample:From the above population of thanjavur students a sample of 80 students was selected and none random sampling method was used to select the sampling from all over population among students including male and female in RSGC thanjavur city .

Data Sources:Primary and secondary data used this study. Primary data is collected from 80 students in RSGC thanjavur.

- Secondary data are the data collected from websites.

Table: 1 istribution of respondents based on mean score and standard deviation with Reference to Social Networking media

S.NO.	Descriptions	Mean	S.D.
1	Students Interest in browsing	1.26	0.433
2	Awareness about social media	1.29	0.455
3	Profiles available in social media	1.36	0.484
4	Forms of social media used	1.96	1.188
5	Purpose of use social media	3.62	0.932
6	Induce Level to using social media	2.67	1.004
7	Electronic Gadget to use browsing	3.13	0.817
8	Hours spent on social media	2.23	0.942
9	Frequency level to top up account	2.33	1.248
10	Types network preferred	1.60	0.495
11	Output level using social media sites	3.35	1.008
12	Reasons behind not using the social media	2.32	0.819

Source: Data generated from the respondents,

The Table 1 shows that Distribution of respondents based on mean score and standard deviation with Reference on Social Networking media Based on mean score most Purpose of use social media (3.62) is the most important factors influencing the students to browse network website followed by Output level of using social media sites (3.35) Electronic Gadget to use browsing (3.13) Induce Level to use social media(2.67) Frequency level to top up account(2.33) Reasons behind not using the social media (2.32) Hours spent on social media(2.23)Forms of social media used(1.96)Types network preferred



(1.60)Profiles available in social media(1.36) Awareness about social media(1.29) Students Interested level in browsing(1.26).

CONCLUSION

The research deals with a survey on the usage of the social media networking in the students. The social media referencing which is used in the research tool are Face book, Skype, YouTube, Twitter and MySpace. The survey was being approach by this researcher to 80 Students. All the Students actively respond to this questionnaire. The average participation of the male respondents is greater than the female respondents. The Majority of the respondents belong to rural areas. The average age groups which are being contacted by this researcher were between 18-20 years. The final results of the survey shows that almost 37 percent users like face book as their primary and favorite social media form followed by Whatsapp 21 per cent. Then most of them are using the social media on the purpose of chatting with friends.This study shows most of the students are having Smartphone. Their important features while using social media are SMS, video clips sharing links and comments. The Majority of the students are says the usage of social media is not affecting their studies and

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