PREFACE

The Revolution in ICT has transformed the life and life style, outlook and approach, conditions and quality of life. No sphere of social life is spared from the all pervasive impact and influence of ICT, more so in case of young generation, especially in urban setting owing to their access to internet and online communication and interaction, influencing the patterns of interaction, transactions, exchange and participation. Since the transformation has been overwhelming, swift and all pervasive empirical understanding of the social realities and implications of this development for the social milieu and institutional fabric is rather imperative and indispensable in gaining insights into the intricate and complex aspects of contemporary society.

The thesis probe empirically into the impact of SNS on the perception and performance of youth in pre-university education in an urban setting has contemporary, sociological and applied relevance. The manuscript provides empirical insights into institutional bonds and synergies, circuits and networks that bind the people, especially the youth of today and shape their identity as well as ideologies.

The Thesis organization divided into five major sections. Chapter one introduces the concept, origin, theoretical framework and other related essence of the topic. The second chapter presents a review of literature against the concepts addressed. The third chapter focuses methods, tools and techniques adopted in the study. The fourth chapter presents analysis and presentation of primary data. The fifth chapter gives summery and conclusion to the whole study. Thus, the impact of social network sites and its effect on pre-university student, especially, social and academic activities is indeed worth the research for the future relevance.