# LIST OF TABLES

1. Table 1-1  Schematic Outline of Theoretical Framework ............ 14
2. Table 1-2  Conceptual Framework of Hypotheses ............. 26
3. Table 3-1  Research Design ........................................ 58
4. Table 3-2  Pre-university Students, Karnataka State .......... 58
5. Table 3-3  Pre-university Colleges of Bangalore City .......... 59
6. Table 3-4  Pre-university Colleges selected in Bangalore City .. 60
7. Table 3-5  Pre-university Students selected in Bangalore City .. 61
8. Table 3-6  SNS Items to Final Scale .............................. 64
9. Table 3-7  SNS Usage Item Values ................................ 65
10. Table 3-8  SNS Intensity Item Values .............................. 66
11. Table 3-9  SNS Scale Reliability .................................... 66
12. Table 3-10 SOC1 to Final Scale .................................... 68
13. Table 3-11 SOC1 Item Values ...................................... 68
14. Table 3-12 SOC1 Reliability ......................................... 70
15. Table 3-13 APN1 to Final Scale .................................... 71
16. Table 3-14 APN1 Items Score ...................................... 72
17. Table 3-15 APN1 Reliability ......................................... 72
18. Table 3-16 SOC2 Summary ......................................... 73
19. Table 3-17 APN2 Summary ......................................... 74
20. Table 3-18 SSA and SA Tools Reliability (n=700) .......... 77
21. Table 3-19 SSA and SA Tool Correlation Matrix ................ 78
22. Table 3-20 Original versus Adopted Scale Reliability .... 78
23. Table 3-21 Skewness and Kurtosis Analysis ..................... 83
24. Table 4-1  Coding Scheme and Frequency Distribution (N=700) 91
25. Table 4-2  SNS Frequency Distribution of Sample (n=700) .... 98
26. Table 4-3  SNS Adoption among Gender Category f & (%) .... 99
27. Table 4-4 SNS Adoption among Income Groups .................. 100
28. Table 4-5 SNS Adoption among GPA Groups ..................... 101
29. Table 4-6 SNS Adoption among Students Subject Group .......... 102
30. Table 4-7 SNS Adoption among Student Demographics .......... 103
31. Table 4-8 Time Spent on SNS by Gender .......................... 104
32. Table 4-9 Time Spent on SNS According to Income Group .... 105
33. Table 4-10 Time Spent on SNS by GPA groups ................... 106
34. Table 4-11 Times Spent on SNS by Discipline .................... 107
35. Table 4-12 Time Spent on SNS by Students Summary .......... 108
36. Table 4-13 Frequency of SNS Usage ............................... 109
37. Table 4-14 Frequency of SNS Usage with Income ............... 110
38. Table 4-15 Frequency of SNS Usage with GPA Groups ....... 111
39. Table 4-16 Frequency of SNS Usage with Disciplines .......... 112
40. Table 4-17 Frequency of SNS Usage Summary ................... 113
41. Table 4-18 Purpose of using SNS ................................... 114
42. Table 4-19 SNS Purpose among Income Groups ................ 115
43. Table 4-20 SNS Purpose among GPA Groups .................... 116
44. Table 4-21 SNS Purpose among Disciplines ..................... 117
45. Table 4-22 SNS Purpose among Students Summary ........... 118
46. Table 4-23 SNS Friends among Genders .......................... 119
47. Table 4-24 SNS Friends among Income groups ................. 120
48. Table 4-25 SNS Friends among GPA groups ...................... 121
49. Table 4-26 SNS Friends among Disciplines ...................... 122
50. Table 4-27 SNS Friends among the Students Summary ........ 123
51. Table 4-28 Grand Summary in Relative Frequency ............. 124
52. Table 4-29 SNS Usage among Student Population ............... 125
53. Table 4-30 SNS Usage with Gender ............................... 126
54. Table 4-31 SNS Usage with Income groups ....................... 127
55. Table 4-32 SNS Usage with GPA ................................... 128
56. Table 4-33 SNS Usage with Discipline .......................... 129
57. Table 4-34 SNS Intensity among Student Population ........... 130
58. Table 4-35 SNS Intensity with Gender ............................. 131
59. Table 4-36 SNS Intensity with Income Categories ................. 132
60. Table 4-37 SNS Intensity with GPA ............................... 133
61. Table 4-38 SNS Intensity with Discipline of Students ............ 134
62. Table 4-39 SOC1 among Student Population, Descriptive ....... 135
63. Table 4-40 SOC1 with Genders ...................................... 136
64. Table 4-41 SOC1 with Income Categories .......................... 137
65. Table 4-42 SOC1 with GPA Groups ................................. 138
66. Table 4-43 SOC1 with Disciplines .................................. 139
67. Table 4-44 APN1 among Students Population, Descriptive ...... 140
68. Table 4-45 APN1 with Genders ....................................... 141
69. Table 4-46 SNS APN1 with Income Groups ......................... 142
70. Table 4-47 SNS APN1 with GPA Groups .......................... 143
71. Table 4-48 APN1 with Discipline Category of Students ........... 144
72. Table 4-49 SOC1 and SOC2 among Student Population .......... 145
73. Table 4-50 SOC1 and SOC2 among Genders ....................... 146
74. Table 4-51 SOC1 and SOC2 on Income Groups ..................... 147
75. Table 4-52 SOC1 and SOC2 of GPA Groups of Students .......... 148
76. Table 4-53 SOC1 and SOC2 of Students Disciplines ............. 149
77. Table 4-54 SOC1 and SOC2 with Students Test values .......... 150
78. Table 4-55 APN1 and APN2 among Student Population .......... 151
79. Table 4-56 APN1 and APN2 with Genders ......................... 152
80. Table 4-57 APN1 and APN2 with Income Groups .................... 153
81. Table 4-58 APN1 and APN2 with GPA Groups ..................... 154
82. Table 4-59 APN1 and APN2 with Disciplines ....................... 155
83. Table 4-60 APN1 and APN2 among Student Population .......... 156
84. Table 4-61 SOC1 and SOC2, Paired t-test .......................... 157
Table 4-62  APN1 and APN2 Paired t-test ......................... 158
Table 4-63  SNS Usage correlation with SNS Intensity .......... 159
Table 4-64  SNS Usage Correlation with SOC1 .................. 160
Table 4-65  SNS Usage Correlation with APN1 .................. 161
Table 4-66  SOC 1 Correlation with SOC 2 ...................... 162
Table 4-67  APN1 Correlation with APN2 ...................... 163
Table 4-68  Descriptive Statistics of Hypotheses Model ....... 164
Table 4-69  Inferential Statistics of Hypotheses Model ...... 165
Table 4-70  Grand Summary Table .................................. 166
Table 5-1   Correlation Matrix of Variables ..................... 189
Table 5-2   Income Level Perception of SNS Variables ......... 191
Table 5-3   New Media Theory Verification: Logic ............. 191
LIST OF GRAPHS AND FIGURES

1. Figure 1-1 Hypotheses Framework ........................................... 26
2. Figure 3-1 Outline of Hypotheses Model .................................... 56
3. Figure 3-2 Histogram of SNS Usage and Intensity .......................... 82
4. Figure 3-3 Histograms of Sociability 1&2 ..................................... 82
5. Figure 3-4 Histograms of Academic performance 1 & 2 .................. 83
6. Figure 4-1 Distribution of Sample Data by Gender ......................... 93
7. Figure 4-2 Distribution of Sample by Age .................................... 93
8. Figure 4-3 Distribution of Sample by PUCs .................................. 94
9. Figure 4-4 Distribution of Sample by Discipline .......................... 94
10. Figure 4-5 Distribution of Sample by Income Group .................... 95
11. Figure 4-6 Distribution of Sample by GPA .................................. 95
12. Figure 4-7 Distribution of Sample by Region .............................. 96
13. Figure 4-8 Distribution of Sample by College Management ........... 96
14. Figure 4-9 SNS Adoption among Students Gender (n=700) ............ 99
15. Figure 4-10 SNS Users among Income Groups ............................ 100
16. Figure 4-11 Time Spent on SNS According to Income Group ........ 105
17. Figure 4-12 Time spent on SNS by GPA Groups .......................... 106
18. Figure 4-13 Time spent on SNS by Discipline ............................ 107
19. Figure 4-14 Time Spent on SNS .................................................. 108
20. Figure 4-15 Frequency of SNS Usage ......................................... 109
21. Figure 4-16 Frequency of SNS by Income Group .......................... 110
22. Figure 4-17 SNS Frequency of GPA Groups ............................... 111
23. Figure 4-18 Frequency of SNS Usage with disciplines .................. 112
24. Figure 4-19 Summary Frequency of Using SNS ............................ 113
25. Figure 4-20 Purpose of using SNSs ........................................... 114
26. Figure 4-21 SNS Purpose among Income Groups ....................... 115
27. Figure 4-22 SNS Purpose among GPA Group ...................... 116
28. Figure 4-23 SNS Purpose among Disciplines ..................... 117
29. Figure 4-24 Summary of SNS Purpose among Students ......... 118
30. Figure 4-25 Friends Circle in SNS ................................ 119
31. Figure 4-26 SNS Friends among Income Groups ............... 120
32. Figure 4-27 SNS Friends among GPA Groups ................... 121
33. Figure 4-28 SNS Friends among Disciplines .................... 122
34. Figure 4-29 Summary of SNS Friends among Students ....... 123
35. Figure 4-30 Mean and SD of Genders in SNS Usage ............ 126
36. Figure 4-31 Mean and SD of Income Groups in SNS Usage .. 127
37. Figure 4-32 Mean and SD of GPA Groups in SNS Usage .... 128
38. Figure 4-33 Mean and SD of Disciplines in SNS Usage ....... 129
39. Figure 4-34 Mean and SD of SNS Intensity with Gender ..... 131
40. Figure 4-35 Mean and SD of SNS Intensity with income ..... 132
41. Figure 4-36 Mean and SD of SNS Intensity with GPA ....... 133
42. Figure 4-37 Mean and SD of SNS Intensity with Disciplines .... 134
43. Figure 4-38 Mean and SD of SOC1 with Genders ............. 136
44. Figure 4-39 Mean and SD of SOC1 with Income Groups ...... 137
45. Figure 4-40 Mean and SD of SOC1 with GPA Groups ......... 138
46. Figure 4-41 Mean and SD of SOC1 on Disciplines .......... 139
47. Figure 4-42 Mean and SD of APN1 with Genders .......... 141
48. Figure 4-43 Mean and SD of APN1 with Income Groups .... 142
49. Figure 4-44 Mean and SD of APN1 with GPA Groups ...... 143
50. Figure 4-45 Mean and SD of APN1 with Discipline Groups .... 144
51. Figure 4-46 Means of SOC1 and SOC2 with Genders ....... 146
52. Figure 4-47 Means of SOC1 and SOC2 with Income Groups .. 147
53. Figure 4-48 Means of SOC1 and SOC2 of GPA Groups .... 148
54. Figure 4-49 Means of SOC1 and SOC2 of Student’s Discipline 149
55. Figure 4-50 Means of SOC1 and SOC2 with Students ...... 150
<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-51</td>
<td>perception of APN1 and APN2 of Gender</td>
<td>152</td>
</tr>
<tr>
<td>4-52</td>
<td>perception of APN1 and APN2 of Income Groups</td>
<td>153</td>
</tr>
<tr>
<td>4-53</td>
<td>Perception of APN1 and APN2 of GPA Groups</td>
<td>154</td>
</tr>
<tr>
<td>4-54</td>
<td>Perception of APN1 and APN2 of Disciplines</td>
<td>155</td>
</tr>
<tr>
<td>4-55</td>
<td>Summary of APN1 and APN2 with Students</td>
<td>156</td>
</tr>
<tr>
<td>4-56</td>
<td>SOC1 and SOC2 Environments Stats</td>
<td>157</td>
</tr>
<tr>
<td>4-57</td>
<td>APN1 and APN2 Environments Stats</td>
<td>158</td>
</tr>
<tr>
<td>4-58</td>
<td>SNS and Intensity of SNS Correlation</td>
<td>159</td>
</tr>
<tr>
<td>4-59</td>
<td>SNS and Sociability Correlation</td>
<td>160</td>
</tr>
<tr>
<td>4-60</td>
<td>SNS Correlation with APN1</td>
<td>161</td>
</tr>
<tr>
<td>4-61</td>
<td>SOC1 &amp;2 Correlation</td>
<td>162</td>
</tr>
<tr>
<td>4-62</td>
<td>Summary of SNS and non-SNS Perceptions</td>
<td>163</td>
</tr>
<tr>
<td>5-1</td>
<td>Student Users Face-to-face and SNS Realities</td>
<td>188</td>
</tr>
</tbody>
</table>
LIST OF ABBREVIATIONS

1. A – Arts
2. ATFPF – Adoption, Time, Frequency, Purpose, and Friends
3. APN1 – Face-to-face Academic performance non-cognitively
4. APN2 – SNS Academic Performance non-cognitively
5. B South – Bangalore South
6. B North – Bangalore North
7. C – Commerce
8. C – Contingent co-efficient
9. CD – Cohan’s D
10. ES – Effect Size
11. DF – Degree of Freedom
12. F – Female
13. GIGD - Gender, Income, GPA and Discipline
14. GPA – Grade Point Average
15. H – Hypothesis
16. M – Male
17. N – Number
18. M- Mean
19. NS – Not Significance
20. P – Probability Value
21. r – Karl Pearson’s Co-efficient Correlation
22. S - Science
23. SA – Face-to-face sociability and academic performance
24. SD – Standard Deviation
25. SNS – Social Network services Sites
26. SOC1 – Face-to-face Sociability
27. SOC2 – SNS Sociability
28. SSA – SNS sociability and Academic performance
29. S* - Significance at 0.05 level
30. S** - Significance at 0.01 level
31. TAM – Technology Acceptance Model
32. =G – Average GPA
33. >G – High GPA
34. <I – Low Income
35. >I – High Income
36. =I – Average Income
37. α – Chronbach’s Alpha
38. f - Frequency
39. % - percentage
40. χ² – Chi-square
41. η² – Partial Eta square