ABSTRACT

Social Networking has become a global phenomenon. Millions of people now use internet to engage in social networks. As such, there are more than 300 Social Networking Sites (SNS) and the total number of people using Social Networking Sites around the world is 1.73 billion in 2013. In recent years, usage of Social Networking Sites has grown rapidly. These Social Networking Sites offer a wide variety of resources and services such as messaging, blogging, sharing photos, audios and videos, group discussion, and distribution of applications. Consequently, youngsters, especially college students, are the avid users of these sites. Since the last decade the usage of Social Networking Sites among the college students has increased rapidly throughout the world. Evidently, Social Networking Sites have become significant part of their lives. Therefore, this study has been set forward to analyse the influence of Social Networking Sites on the interpersonal relationships of college students in Bangalore and Mysore cities. Interpersonal Relationships are a very vital aspect of human existence. Hence, the impact of Social Networking Sites on interpersonal relationships needs to be examined through the lens of Sociology.

A sample of 436 college students from selected pre-university and degree colleges in Bangalore and Mysore cities form part of this study. Moreover, the study uses descriptive research design. Purposive sampling method has been utilised to facilitate a comparative analysis of the users of Social Networking Sites. Furthermore, primary data is
collected through the survey technique and the tools employed are both
the Questionnaire and Interview. The data generated are thus
organised, analysed and interpreted in terms of Frequency, Percentage,
Measures of Central Tendency, Correlation, Regression and Chi Square
through tables and charts.

This study has brought forward a number of findings. As such,
most of the users of Social Networking Sites share personal information
rather than engaging in a discussion of any social or economic issues.
Besides, as these users spend much more time on Social Networking
Sites it negatively affect on their academic performance. Social
Networking Sites have, consequently, impacted increasing
consumerism. In addition, a positive influence of the usage of SNS on
interpersonal relationships of college students has been witnessed in
this survey. College students spend an increased amount of time to
interact with their family members due to the usage of SNS. Therefore,
SNS have facilitated better communication with their families. Likewise,
college students make use of SNS to build cordial relationships with
their friends as well. However, only a limited number of students use
SNS for interacting with teachers. Hence, Social Networking Sites help
to positively build interpersonal relationships of college students with
their families and friends. As far as teachers are concerned, they are
sceptical about the use of SNS as a medium of improving their
interpersonal relationships. This study helps in providing empirical
findings in relation of the influence of SNS on interpersonal
relationships of college students in Bangalore and Mysore cities.