# TABLE OF CONTENTS

DECLARATION..................................................................................................................i  
CERTIFICATE..................................................................................................................ii  
ACKNOWLEDGEMENT......................................................................................................iii  
TABLE OF CONTENTS..................................................................................................iv  
LIST OF TABLES............................................................................................................ix  
LIST OF DIAGRAMS......................................................................................................xii  
ABSTRACT.....................................................................................................................xiv  

## CHAPTER 1 – INTRODUCTION

- Curtain Raiser.............................................................................................................1  
- Background to the Study.........................................................................................3  
- Significance and Need of the Study.........................................................................8  
- Statement of the Problem.........................................................................................12  
- Definition of Key Concepts used in the Study......................................................13  
- Objectives of the Study............................................................................................17  
- Theoretical Framework............................................................................................18  
  - Social Network Analysis.......................................................................................21  
- Research Methodology............................................................................................27  
  - Research Design..................................................................................................27  
  - Sampling Technique.........................................................................................27  
  - Study Area.........................................................................................................29  
  - Methods of Data Collection...............................................................................30  
  - Statistical Analysis of Research Data.................................................................32  
- Classification of Chapters......................................................................................33  
- References..............................................................................................................36
CHAPTER 2 – REVIEW OF LITERATURE

- Introduction..........................................................39
- Studies on the Usage of Social Networking Sites among College Students..........................................................40
- Studies on the Influence of Social Networking Sites on Interpersonal Relationships..............................................50
- Studies on the Impact of Social Networking Sites on Academic Performance of College Students..................55
- Studies on the Influence of Social Networking Sites on the Consumption Patterns and Life Style of College Students........63
- Indian Studies on Social Networking Sites.................................68
- Studies on General Implications of Social Networking Sites......72
- Studies on Gender Differences in the Social Networking Sites...77
- Studies on General Aspects of Social Networking Sites............80
- Studies on Various Types of Social Networking Sites.............85
- Concluding Note.........................................................89
- References..................................................................91

CHAPTER 3 - OVERVIEW ON SOCIAL NETWORKING SITES

- Introduction..............................................................108
- Social Network and Social Networking Sites............................109
- Purposes of Social Networking Sites......................................112
- What can a User do with Social Networking Sites?................116
- History of Social Networking Sites......................................118
- Types of Social Networking Sites........................................127
- Growth and Development of Social Networking Sites in India..137
- Conclusion................................................................139
- References..................................................................142
CHAPTER 4 – PROFILE OF SNS USERS

- Demographic Profile of Respondents.................................145
  - Educational Level of College Students...........................146
  - Age group wise Distribution.........................................147
  - Gender wise Distribution.............................................148
  - Marital Status............................................................148
  - Medium of Education..................................................149
  - Respondents’ Place of Primary and Secondary Schooling..........................150
  - Religious Composition................................................150
  - Respondents’ Place of Birth.........................................151
  - Respondents’ Place of Residence.................................152
  - Level of Education of Respondents’ Fathers....................152
  - Level of Education of Respondents’ Mothers....................153
  - Occupation of Respondents’ Father.............................154
  - Occupation of Respondents’ Mother.............................154
  - Level of Total Income of Respondents’ Family.................155

- Usage of Social Networking Sites among College Students......156
  - Frequency of Usage of Social Networking Sites..............156
  - Time Spent on Social Networking Sites........................157
  - Purpose for which College Students Use SNS.................159
  - Number of Social Networking Sites..............................160
  - Preference Pattern of Social Networking Sites..............162
  - Number of Friends with whom Contact is maintained through Social Networking Sites........................163
  - Duration of Membership in SNS..................................164
  - Type of Friends with whom Contact is Maintained..........166
  - Social Networking through Mobile Phone......................167
  - Activities on Social Networking Sites........................169
  - Impact of SNS on Different Aspects of Users’ Lives.........170
  - Influence on the Social Life of College Students............172
• Influence of SNS on Making Students Sociable.............173
• Impact of SNS on Increasing Consumerist Attitudes......174
• Membership in Communities/Groups..........................175
• Respondents’ Degree of Support and Participation on Social and Economic Issues on SNS.................................177
• Respondents’ Personal, Social and Economic Aspects on Social Networking Sites...........................................178
• Participation of Respondents in Student and Political Activities and Civil Society Groups.............................180
• Impact of SNS on the Respondent’s Academic Performance.................................................................183
• Impact of the Medium of Instruction (In their primary & secondary level of education) on the Respondents’ Usage Pattern of SNS.........................................................184
• Impact of the Medium of Instruction on the Respondents’ Usage Pattern of SNS (Pre-University and Under-Graduate Level).........................................................185
• The Degree of Trustworthiness of People on SNS.......186
• Sharing Respondents’ Personal Information...............187
• The Frequency of Playing Games.................................188

➤ References..............................................................................191

CHAPTER 5 – CHANGING NATURE OF INTERPERSONAL RELATIONSHIPS IN THE FAMILY

➤ Interpersonal Relationship of College Students with Members of their Families......................................................194
• Increasing Interaction with Family by SNS...............197
• Can Relate to Family because of the Use of Same SNS...198
• SNS Builds Cordial Relationships with Family.............199
• Want to Keep in Touch with Family because of SNS....200
• Usage of SNS Facilitates Better Communication..........201
• SNS Give an Opportunity for Better Communication.....202