

Analysing the Purpose of Using Social Networking Sites by the Post Graduate Students and Research Scholars of Alagappa University: A Case Study

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The purpose of the study is to assess the usage level of Social Networking Sites (SNS) by the postgraduate students and research scholars of Alagappa University, Karaikudi. It highlights the user attitude and approaches towards social networking sites of Karaikudi. A questionnaire was distributed among the users to collect desired data. It adopts the methods of questionnaire and convenience random sampling for collecting data from the research scholars and students. Out of 100 forms distributed, the researcher received 84 properly filled questionnaires and used for the data analysis. 17.86% of the respondents belong to the social network sites hours a week; 27.38% of the respondents belong to the purpose of using social network sites; 26.19% of the respondents feelings experience happy excites; 36.90% of the respondents belong to the using Library; 27.38% of the respondents belong to the frequency Mozilla; 21.43% of the respondents using belong to the facebook. In this study, 50% respondents belong to using the e-resource daily; a majority of the 46.43 % respondents belong to the category of Semi Urban, 29.76 % of the respondents belong to the category of Urban, and 23.81% of the respondents belong to the category of Rural and 61.90% respondents belong to the category of Unmarried, 38.10% of the respondents belong to the category of Married.

Keywords: Social network services, Social media website, Academic services.