

# **A Study on the Usage of Social Networking Sites among Polytechnic College Students in India**

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Social Networking sites have become a popular tool for sharing information and knowledge and to express emotions among students. This paper aims to identify behavior patterns of using social networking sites by the students of polytechnic college students in India based on the level of awareness, frequency, purpose, stratifications of social networking sites etc. A structured questionnaire was distributed among 300 students who are undergoing the social networking sites in polytechnic college students in India. The snowball method of sampling has been adopted in collecting data. Of which 274 were received. The majority of the respondents use for the social network sites in urban 106 (38.69%), male respondents in 84(36.36%), female respondents in 22(51.16%). semi urban respondents using 75(27.37%), male respondents in 65(28.14%), 10(23.25%) respondents who have semi urban in female. 93(33.94%) respondents have rural, 82(35.50%) respondent for the female locality using social network sites. Majority of the students were responded from the department of electrical and electronic engineering. Among the respondents 93(33.94%) of the students use social networks daily, among these, male respondents 74(32.03%), female 19(44.19%). The paper also suggests that social networking sites have created a phenomenon over the past decade. Electronic communication has altered different ways; we interact with one another, organizations, and products. Social media websites are also offer new innovative ways of communicating with other individuals.

*Keywords:* Social networking, Polytechnic students, Social media