



**Research Article**

**A STUDY TO ASSESS THE IMPACT OF FACEBOOK ADDICTION AMONG COLLEGE STUDENTS IN SELECTED COLLEGE IN CHENNAI**

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**ABSTRACT**

Facebook also continues to prompt debate about users' behaviours. The effects of online activities on themselves and their interactions with others have been discussed extensively. In particular, students are a main class of Facebook users who spend long hours on the social network, which has worried parents and educational authorities about their academic performance. The study was carried out in selected college of Chennai. Total of 30 sample were included in the data collection. To determine the Facebook addiction among college students and to find out association between Facebook addiction and selected demographic variables among college students. A questionnaire was prepared comprising set of 10 questions covering the objective. The finding concluded that the impact of Facebook shows as Severe impact (7 %), Moderate impact (43%), Mild impact (50%) is existing among college students and shows significant association between the level of impact on Facebook addiction with the selected demographic variable like the access of social networking accounts were (17%) students with laptop and (83%) student with smart phones.

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**INTRODUCTION**

Today, more than ever before, people are finding ways to connect with friends, family members, co-workers, classmates, and those they have just met using social networking sites. In the early 2000's, the Web became much more personal as social networking websites were introduced and embraced by the masses. Social networking sites (SNS) are defined as web-based services that allow individuals to construct a public or semi-public profile within a limited system, articulate a list of other users with whom they share a connection, and view and traverse their list of connections and those made by others within the system. Facebook is the largest social network in the world. The nature and terms of these connections may vary from site to site. What makes social networking websites unique is not that they allow individuals to meet strangers, but rather that they enable users to articulate and make visible their social networks. While SNSs have implemented a wide variety of technical features, their backbone consists of visible profiles that display an articulated list of Friends who are also users of the system. Profiles are unique pages where one can "type oneself into being" (Sundén, 2003). In this study attempt was taken to assess the level of impact of Facebook addition.

**OBJECTIVE OF THE STUDY**

- To determine the Facebook addiction among college students

- To find out association between Facebook addiction and selected demographic variables among college students

**MATERIALS AND METHODS**

The study was performed in a selected college of Chennai. Students presents present at the day and time of visit were covered. A questionnaire was prepared comprising of set of 10 questions covering the main objective of the study. These students were asked to fill the questionnaire irrespective of their gender. The sample size was 30 students and sampling technique was non probability convenient sampling. The responses were calculated & tabulated. Students who are willing to participate, Students belonging to age of 18-21 years of age, Students who are present at the time of data collection, Exclusion criteria includes, Students below the age group of 18 years of age, Students who are not willing to participate

**RESULTS**

Out of 30 students it was found that impact of Facebook shows as Severe impact (7 %), Moderate impact (43%), Mild impact (50%) is existing among college students and shows significant association between the level of impact on Facebook addiction with the selected demographic variable like the access of social networking accounts were (17%) students with laptop and (83%) student with smart phones.

**Table** Frequency and percentage distribution according to their level of impact of Facebook addiction among college students.

S.No	Level of impact	F	%
1	Mild impact of face book addiction	15	50%
2	Moderate impact of facebook addiction	13	43%
3	Severe impact of face book addiction	2	7%

### **CONCLUSION**

According to the present study was undertaken with the main purpose of assessing the impact of face book among college students in Selected College, Chennai. It was concluded that the impact of face book shows the impact severe impact (7%), Moderate impact (43%), Mild impact (50%) is existing.

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