



IMPACTS OF SOCIAL NETWORK SITES ON SOCIAL LIFE: A STUDY BASED ON THE STUDENTS FROM UNIVERSITY OF COLOMBO, SRI LANKA

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Abstract

Social Network Sites (SNS) is a web-based technology platform that is frequently used to facilitate social relationships among its users. This is recognized by advanced, interactive devices and social media-themed websites. Currently, the use of social media in educational activities is seen as a source of growth and enhanced engagement. The amount of attachment to the use of social media, on the other hand, differs by nation. Universities are attempting to integrate social media opportunities to increase learning activities in various locations and among various user groups. However SNSs help university students to improve their social connectivity among their peers and society. However, there is not much research on the subject. As a result, the purpose of this study was to look at the impact of SNSs on social life among Sri Lankan university students. The data for the study was obtained using a questionnaire and a quantitative method was used. Purposive sampling techniques were utilized in choosing participants for this survey. 500(N) online questionnaires were distributed among University students, and 356(n) dully field questionnaires were returned. According to research, social networking sites have become a popular mode of communication. Furthermore, the study discovered that SNSs can be used to facilitate discussions on social concerns, as well as to express their views and reflections, as well as to establish groups on SNSs to improve their academic performance and provide enjoyment.

Keywords: Social Network Sites, Communication, Socialization, Social Connectivity, University Students

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