SOCIAL NETWORKING SITES ADDICTION AMONG FEMALE STUDENTS OF B-SCHOOL IN INDIA

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ABSTRACT

Facebook is used widely by the students in fulfilling their basic needs and conversation. It is the most well known way of being social online and tools to aid friendship. Female students utilised Facebook for various motives from social interaction to communication. Repetitive use of Facebook brought an addiction toward the site and simultaneously influenced students’ daily life. The circumstance of Facebook addiction in India is rising among Mumbai students particularly women.

The purpose of this study is to identify the relationship between female students’ motives for Facebook use and Facebook obsession. The five objectives pointed out were social interaction, passing time, entertainment, companionship, and communication. This study involved 140 female students (Facebook users) from different management college from Mumbai city. Findings of the study showed that there is a significant relationship between a female students’ motives for Facebook use and Facebook addiction. As a culmination, entertainment, social interaction, passing time, companionship and communication motives were among the major contributors to the addiction of Facebook site. It is hoped that the eventuality of the study will be applicable to current users, service providers, and potential users of Facebook. This study advocates that motives for Facebook use is one of the factors contributing to Facebook addiction among students.

KEYWORDS: Social Networking Site(SNS); Addiction; Motives; Female students.