

Effective Utilization of Social Media by Students of University of Madras, Chennai: A Study**Arumugam, J., Natarajan, N.O. and Balasubramani, R.**

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Social media has grown fast, becoming very popular among the student environment. It is mainly used for sharing academic information and public communication in India. Technology has penetrated all areas of life and the use of information technology (IT) has promoted incredible work procedures and approaches. The present study examines the academic use of social media on the quality of education and research among students of University of Madras, Chennai. The study revealed that majority of the social media users used Face book. They used social media for developing academic relationships and for sharing their learning experiences with their colleagues and international community. They faced problems of bandwidth and speed of internet and security. The researchers recommended that proper training may be organized for appropriate use social media.

Keywords: *Social media, Face book, University of Madras, Social networking sites*