Use of Social Networking Sites among Pondicherry University Faculty Members and Students

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The modernization of using Social Networking applications by us to get closer to each and trying to expand our on-line contact circle has become talk of the town. The process of creating social Networking community commonly interested on-site surfers for the purpose of sharing and Collaborating is possible in a click away. This study explains to trace out the understanding and utilization of different social networking sites by the faculty members of Pondicherry University. Data was collected from 72 respondents through questionnaire. This study shows the results of a university wise survey on in Pondicherry University. The results show that Social Networking Sites dissemination is not at full 100% as in the beginning. The Students spend the most time online for social networking and learning. The results also show that while the respondents are using Social Networking Sites for the intention of informal learning activities, only Small (25%) use it to get in touch with their lecturers in informal learning contexts. The faculty members also reported spending more time on Social Networking Sites for socializing rather than learning and they do not believe the use of Social Networking Sites is affecting their academic performance.

Keywords: Social Networking Sites, online Learning, Collaboration, Faculty Members, Pondicherry University