

Impact of Social Network Sites on Undergraduate's Socialization Process: A Study based on State Universities of Sri Lanka

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This study aims the impact of social network sites, for the socialization process of undergraduates in Sri Lankan state sector universities. This study is carried out as a quantitative explanatory research work. Further, the sample is selected randomly and used simple random sampling technique. This is a cross sectional - descriptive research & standard questionnaire was used to collect primary data through a survey. Questionnaires are distributed to a sample of 250 of undergraduates who are currently study in Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka. To analyze received questionnaires data, SPSS (Statistical Package for the Social Science) was used. To interpret data analyzed and to obtain the result graphical charts, descriptive statistical techniques such as mean, mode, standard deviation and histograms, correlation and coefficient, simple regression analysis used. To test the relationship between variables Pearson correlation technique analysis was used. Simple regression analysis was used to identify the degree of the impact of the independent variable on dependent variable was analyzed by using R square value. And it was found to be that there is a significant moderate positive relationship between social network sites and socialization process. Propensity to share, Intensity of use and Privacy concerns are the dimensions of dependent variable, and they were only significant, and others were insignificant with the work family conflict. The present study would provide the direction to undergraduates, policy makers of education sector, government and to future researchers.

Keywords: *Social Network Sites, Socialization Process, Undergraduates*

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