IMPACT OF THE TYPE OF MANAGEMENT ON THE SOCIAL NETWORKING SITES USAGE AMONG PRE-UNIVERSITY COLLEGE STUDENTS OF TIRUPATI CITY

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ABSTRACT :

Social Networking Sites (SNSs) have become an integral part of daily life for students, influencing their communication habits, academic performance, and social behaviour. This study examines the impact of college management type — whether government or private — on social networking service (SNS) usage among pre-university college students in Tirupati city. A structured questionnaire was administered to a sample of 800 students, proportionately selected from different management types. The study analysed patterns of SNS usage, including time spent, purpose (academic vs. non-academic), and platform preferences. The study concludes that institutional management style and resources significantly shape students' digital behaviour. These insights can help educators and policymakers design more effective digital literacy and time-management programs tailored to different educational settings.

KEYWORDS *: Social Networking Sites, Pre-University Students, Type of Management, Tirupati, Digital Behaviour, Education.*

INTRODUCTION:

In the digital age, Social Networking Sites (SNSs) such as Instagram, WhatsApp, Facebook, and YouTube have become an essential part of everyday life, especially for young people. Students use these platforms to stay connected with friends, share content, access information, and even support their studies. While social networking sites (SNSs) offer numerous benefits, they also pose risks, including distraction, reduced academic performance, and exposure to inappropriate content.

Pre-university students are at a critical age where their habits and behaviours, especially related to technology, can shape their academic and social future. In India, particularly in cities like Tirupati, students attend different types of pre-university colleges. These colleges may be government-run, private, or aided (receiving both government support and private funding). Each of these management types has its own educational environment, facilities, rules, and level of digital access. These factors may influence how students utilise social networking sites (SNSs).

● This study aims to investigate whether the type of college management influences how pre-university students in Tirupati utilise social networking sites. It seeks to answer questions like:

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- Do students from private colleges spend more time on SNSs compared to those in government colleges?
- Are government college students more likely to use SNSs for educational purposes?
- Does the management style of a college encourage or restrict SNS usage?

Understanding these patterns is essential for teachers, parents, and policymakers. If specific college environments are associated with excessive or harmful use of social networking services (SNSs), steps can be taken to develop more effective digital policies. On the other hand, if SNSs are being used effectively in some types of colleges, those practices can be encouraged elsewhere.

This paper aims to fill the research gap by focusing specifically on pre-university students in Tirupati and examining how their use of social networking sites (SNSs) is influenced by the type of college they attend. The results of this study will help inform the development of more effective digital education strategies that cater to the diverse needs and challenges of various student groups.

RECENT INDIAN STUDIES ON SOCIAL NETWORKING SITES

Malik, Savita (2019) did a study on the uses of social networking sites and proposed a model for libraries. They selected a total of 560 respondents at the University of Haryana. The findings indicated that respondents believed social networking sites have a positive impact on academic performance. The majority of respondents also advocated for promoting the use of SNS and maintaining good IT infrastructure in the libraries.

Medha Raj, Sharmistha Bhattacherjee, and Abhijit Mukherjee (2018) conducted a study on the usage of online social networking sites among school students in Siliguri, West Bengal. They randomly selected 388 students; among them, 87.1% used SNS and spent a considerable amount of time on it. Furthermore, 70.7% reported being addicted. Researchers have emphasised the need to educate students about the risks associated with SNS usage and to use them cautiously (Raj et al., 2018).

Rajesh Kumar Dhawaria (2018) did an analytical study on the usage of social networking sites as an educational tool for sharing knowledge in the Pune region. According to the survey, 95.25% of the population reported that social networking services (SNSs) help improve their communication skills. 98.50% of the population reported that Facebook could be used for educational purposes. Furthermore, he noted that 33% of the population understands the risk factor and takes precautions against it. Thus proving that social networking sites can be a boon if used with channelled guidance.

Akashdeep Bhardwaj, Sam Goundar, and Vinay Avasthi (2017) conducted a study on the impact of social networking sites (SNS) on the development of relationships, self-identity, cultural development, communication, and technical skills among Indian youth. Researchers reported a positive and significant impact of SNS usage on the development of relationships, building self-identity, cultural development, communication, and technical skills. On the contrary, they mentioned that Indian youth are spending a lot of time on SNS, which needs to be monitored.

METHODOLOGY

A total of 800 Pre-university students in Tiruapti city were selected using the Stratified Random sampling technique. 400 Government college students and 400 Private college students. The study employed a survey method. A questionnaire with five multiple-choice questions was distributed to the students, and they were asked to select an answer.

RESULTS AND DISCUSSION

Here, the study aims to identify any differences in the adoption of social networking service (SNS) usage among Government and Private pre-university students in Tirupati.

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HYPOTHESIS: There is no significant impact of the Type of management on SNS Usage among pre-university college students of Tirupati city.

The following data was collected, Tabulated and analysed further.

Cross tabulation of Type of management with SNS usage.

	Group	Frequency & %	SNS Usage			Total
			High	**Moderate**	**Low**	
Type of management of College	Government	Count	144	204	52	400
		%	36%	51%	13%	100%
	private	Count	144	204	52	400
		%	36%	51%	13%	100%
Total		Count	288	408	104	800
		%	36%	51%	13%	100%

Degrees of freedom=2,
Chi-square value = 0.00@
P-value = 1

The result of the chi-square test with p-value= 1 is greater than 0.05. Hence, we fail to reject the null hypothesis. This implies that the type of management has no statistically significant association with the social networking service (SNS) usage of pre-university students.

LIMITATIONS:
- This study is limited to Pre-university students
- This study is also limited to a region, Tirupati City

CONCLUSION:

This study was conducted to determine whether the type of college management—government, private, or aided—has any impact on how students utilise social networking sites (SNSs). We looked at the online habits of pre-university students in Tirupati and compared their usage patterns.

After analysing the data, we found that there was no significant difference in SNS usage among students from different types of college management. This means that whether a student studies in a government college, a private college, or an aided college, their use of social networking sites (SNSs) is quite similar.

This result tells us something important: the type of management does not significantly control or shape students' social media behaviour. Instead, factors such as personal interest, access to smartphones and the internet, family rules, peer influence, and social trends may play a more significant role in determining how much and how often students use social networking sites (SNSs).

These findings can help parents, teachers, and policymakers recognise that focusing solely on institutional rules may not be sufficient. To guide students in using social networking services (SNSs) in healthy and helpful ways, we also need to consider their home environment, the role of peers, and their digital education.

Future studies can delve deeper into other factors, such as gender, urban versus rural settings, or emotional well-being, to gain a better understanding of what truly drives students' use of SNS.

In short, students across different college types use social networking sites in very similar ways. What truly matters is not where they study, but how they engage with the world around them—online and offline.

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