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## STUDY ON IMPACT OF SOCIAL MEDIA ON COLLEGE STUDENTS

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### ABSTRACT

Social media plays a wide role in human lives. Social media significantly determines the performance of the students. Social networking has become a common mode which has spread worldwide. Social media is a web-based telecommunication which facilitates the social interaction of a group of people via some type of network. But social media platforms are also for local networking. Social media is a platform where we can get any source of data or information. Social media helps us to acquire knowledge through establishing communication with other students and teachers by connecting with Facebook, Instagram, Twitter, etc. Although the students are getting benefits from social media, this addiction negatively affects the students in their academic life. In this view, the researcher has taken this study to examine the negative impact of social media on college students. This study's sample size had covered 105 students studying in Commerce & Management in Bangalore. A well-structured questionnaire has been framed and distributed among the students to collect their opinion towards the negative impact of social media. The collected data were analyzed using bar charts with the help of the statistical package SPSS 22.0. Also, statistical tools such as ANOVA, Mean Score Analysis. The results showed that most of the students are 19 years old and are affected by social media like Twitter, Instagram, etc.

Keywords: college students, information sharing, opinion, interaction