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IMPACT OF SOCIAL NETWORKING SITES ON THE STUDENTS OF MANAGEMENT PROGRAM AT PUNE

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Abstract:

This Research Paper deals with the impact created by social networking sites on the productivity of MBA Students. These days it is often found students registering them on various social networking sites such as Orkut, Facebook etc. uploading their information, profiles, and photographs and even making friends in the social network. This is a step to explore whether it is it only a matter of fun, passage of time or it has some productive values. The paper also tries to find out the amount of awareness the students have regarding the various features of the social networking website and also tries to suggest the ways in which it can be effective as a tool to gain knowledge. The paper also tries to find out whether Social Networking Sites can be used as a tool for self development, generate employment and for doing constructive work.

Key Words:

Social Networking Site, Orkut, Facebook, Effective tool.

Introduction:

In today's scenario when there is no time, maintaining social relationships and paying social visits has become difficult. Social Networking Sites have played a significant and vital role and has brought a tremendous change in the life of human beings. These days it is often seen that students are browsing a number of social networking sites and have registered themselves into various social networking sites. They log on the net and browse various Social Networking Sites like Orkut, Facebook, My Space etc. and share information among friends, uploading their current information and chatting and uploading photographs, movies and sending scraps to each other. This way they not only stay connected with their friends, relatives, teachers etc but also can come in contact with people who share the same kind of interest. Thus the modern youth is able to maintain existing relations and form new relations with people who share similar interest. Thus Social Networking Sites have connected people across the world. But before we proceed further let us try to understand and define as to what is a Social Networking Site all about.