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STUDENT'S PERCEPTION TOWARDS THE USE OF
ONLINE SOCIAL NETWORKING

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ABSTRACT

An emerging issue on college and university campuses became more evident with the proliferation of online social networking across the nations. As an online social networking community, this site and others like it have been widely adopted for use by university's students. It is important to understand the student's perceptions towards the use of online social networking. The purpose of this research is to study on the perception of students towards the usage of online social networking and the perception of public and private universities student were compared. The research was done in a cross-sectional survey from a sample of students in different universities. Findings of the research indicate that factors influencing the use of online social networking are to maintain relationship, to find networking and to update themselves with social environment.

DECLARATION

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged.

Signed

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