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## A STUDY ON-COLLEGE STUDENTS USING SOCIAL MEDIA PARTICULARLY WHATS APP

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### ABSTRACT

Today's youth are attracted to the different kinds of luxurious gadgets available in the market, their life is literally taken away by the different kinds of social media. There are several tool which attract youth such as browsing, downloading different applications available in the play store, games etc.

This research has been conducted among students of various colleges in Bangalore. The sample has been reduced to 100 respondents. The main purpose of the study is to understand the serious effects of the usage of whatsapp among the college students.

**KEYWORDS:** College Students, Social Media, Whats App, Addiction.

### INTRODUCTION

*"Social Media is about sociology and psychology more than technology"*

Brain Solis

Social media has become one of the significant communication tool among the college students. Albert Einstein said "It has become appallingly obvious that our technology has exceeded our humanity". A decades ago connecting to people meant through, post, fax etc., It has taken lots of change in the communication technology such as emails, IM instant messages and SMS. Since there is rapid growth in the science and technology people are so dependent on technology especially youth, the age group between 14-25years old. To fulfill the communication gap people are dependent on mobile or the computer.

Today's youth are attracted to the different kinds of luxurious gadgets available in the market, their life is literally taken away by the different kinds of social media. There are several tool which attract which attract youth such browsing, downloading different applications available in the play store, games etc., The current generation youth has the multi-tasking activity for instance using whatsapp while listening to the lecture in classroom. The youth are completely dependent on the social media on one

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