

Impact of Gender on the Social Networking Sites Usage Among Pre-University College Students of Tirupati City

N. Shanthi Sudha¹, Dr Anuradha N²

Department of Education, S. P. Mahila Visvavidyalayam, Tirupati

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ABSTRACT

This study examines the influence of gender on the use of social networking sites (SNS), explicitly investigating how male and female pre-university college students in Tirupati city differ in their motivations, behaviours, and patterns of engagement. Existing research indicates that while both genders are active on social networking sites (SNS), they tend to use these platforms in distinct ways. Females tend to use social networking sites (SNS) for social interaction, emotional support, and relationship maintenance, whereas males are more likely to focus on information sharing, entertainment, and status presentation. Social norms, psychological factors, and cultural expectations influence these differences. The study also highlights how gender affects privacy concerns, content creation, and platform preferences. By understanding these differences, social media designers, educators, and policymakers can create more inclusive and effective digital environments. This research contributes to the broader discussion on digital communication, helping to tailor strategies for safer and more engaging social networking service (SNS) experiences for all users.

INTRODUCTION

Social networking sites are an everyday part of life today. This is true across the world. What was once limited to adults working in corporate settings is now available in the palm of everyone's hand via smartphones. The affordability of innovative technology and the internet has led to widespread adoption, even among teenagers and pre-university students. But what is the impact of this? On the one hand, this has led to the widespread availability of world-class information. What was once limited to libraries and the minds of experts is available at the fingertips of everyone with just a smartphone. On the other hand, unfortunately, there are adverse effects of social media in terms of exposure to violence and anti-social and anti-ethical elements on the internet. Social networking sites provide this opportunity in a much more profound way for the students. The wide variety of features presented different levels of opportunities as well as threats. Therefore, it is crucial to determine whether exposure to social networking sites has a positive or negative impact on students.

The research paper "Impact of Gender on Social Networking Sites (SNS) usage among Pre-University College Students of Tirupati City" aims to do exactly that.

Recent Indian Studies on Social Networking Sites

Behera, D. K. (2024). Analysed the relationship between SNS usage, Academic performance and psychosomatic health. This study was conducted on Western University students of Odisha. The findings revealed a negative correlation between excessive social networking service (SNS) usage and academic performance. This study suggests that higher engagement with social network services (SNSs) is associated with lower educational achievement.

Sherly, S. S., & Kumar, P. (2024). This study was conducted to investigate the relationship between social networking service (SNS) usage and mental health among college students in Bangalore. This study found a positive correlation between social network service (SNS) usage and positive mental health among college students, potentially due to the enhanced social support provided by these services.

Masalimova, A. R., et al. (2023). This review systematically analyzed various studies on the impact of Social networking site usage on academic performance. According to the review, it was concluded that the use of SNSs can have positive effects when used for educational purposes, but excessive or inappropriate usage can negatively impact academic achievement.

Naik, L. (2023). This study examined the use of academic social networking sites (ASNSs) among faculty members in Indian universities. While not directly related to students, it provides insights into how social networking sites (SNSs) can facilitate professional networking and collaboration, which may indirectly influence students' interpersonal skills through enhanced mentorship and academic guidance. As per the study, there is a positive correlation between information sharing on ASNSs and collaborative research activities among faculty members.

METHODOLOGY

A total of 800 Pre-university students in Tirupathi city were selected using the Stratified Random sampling technique. 400 male students and 400 female 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 capture any differences in the adoption of SNS usage among male and female pre-university students in Tirupati.

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

The following data was collected, Tabulated and analyzed further.

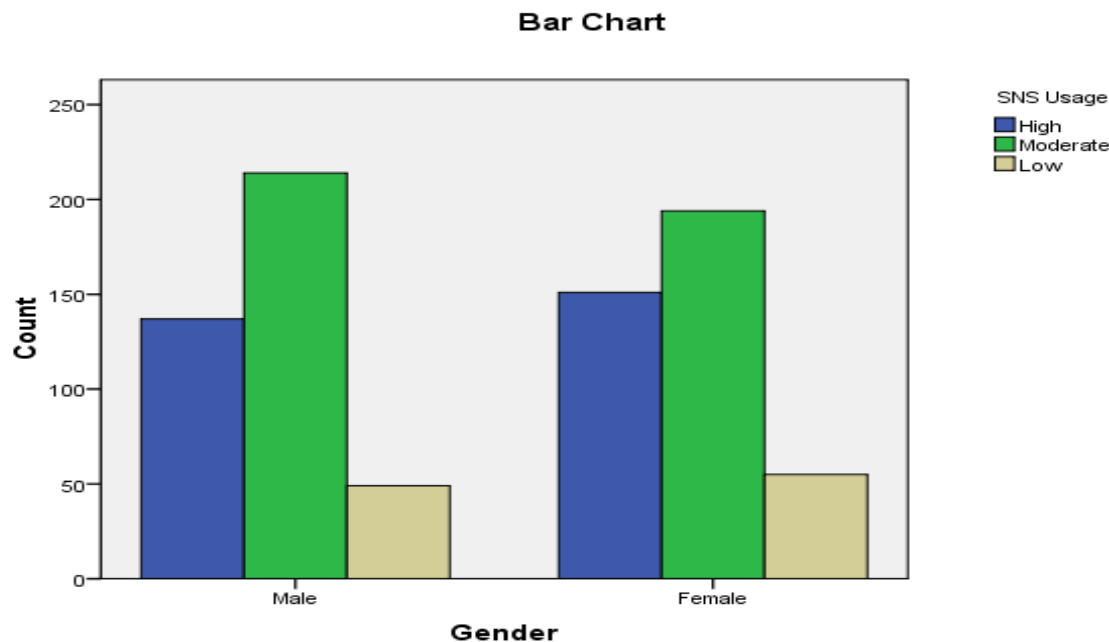
Cross tabulation of Gender with SNS usage.

	Group	Frequency & %	SNS Usage			Total
			High	Moderate	Low	
Gender	Male	Count	137	214	49	400
		%	34.2%	53.5%	12.2%	100%
	Female	Count	151	194	55	400
		%	37.8%	48.5%	13.8%	100%
Total		Count	288	408	104	800
		%	36%	51%	13%	100%

Degrees of freedom=2,

Chi-square value = 2.007@

P-value = 0.367



The result of chi-square test with $p\text{-value} = 0.367$ is greater than 0.05. Hence, we fail to reject the null hypothesis. This implies that gender 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

Gender has no significant influence on how people use social networking sites. From motivations and behaviours to content sharing and emotional engagement, males and females exhibit universal patterns. Recognizing and addressing these results can lead to more inclusive, supportive, and user-friendly digital environments. As social networking services (SNS) continue to evolve, ongoing research into gender dynamics will remain essential for creating a more equitable online space.

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