THE ADOPTION AND USAGE OF SOCIAL NETWORKING AMONG THE A/L COMMERCE STREAM STUDENTS IN BATTICALOA ZONE

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ABSTRACT

The main purpose of this study is to identify the status of adoption and usage of social networking and level of adoption impact on usage (educational and non-educational purpose) of social networking among the A/L Commerce Stream Students in Batticaloa Zone. The usefulness, ease of use, social influence, and facilitating condition represent the constructs of adoption of social networking and the term of usage of social networking focuses the educational purposes (communication, collaboration, and resource/material sharing), and non-educational purposes (social relation, and daily activity). The research questions of this study were: What are levels of adoption and level of usage (educational and non-educational purposes) of social networking? Hence, this study examines what is the relationship between level of adoption and level of usage (educational and non-educational purposes) of social networking? And what is the impact of level of adoption on level of usage (educational and non-educational purposes) of social networking? In order to answer the research questions systematically, the study applied the descriptive approach through using the stratified random sample of the population. The primary data were collected through closed structure questionnaire from 219 A/L Commerce Stream Students in Batticaloa Zone and used univariate, bivariate, and multivariate analysis techniques in order to analyze the data and find the results of study objectives.

The findings of this study revealed that the high level of adoption and usage of social networking among the A/L Commerce Stream Students. Further, the level of adoption has a positive relationship between the usage of social networking among the A/L Commerce stream students. And the adoption of social networking has a positive impact on usage of social networking among the A/L Commerce Stream Students. The findings of this study revealed that the A/L Commerce Stream Students highly use the social networking for the educational purposes than the non-educational purposes. The findings of this study concluded by practical recommendations for the A/L Students, Teachers, administration of schools and educational institutions and government policy makers. Students need to be aware too much social networking use for non-educational purposes. However, the A/L Commerce stream students adopt the social networking for the purposes of educational usage.

Keywords: Social networking, Educational purposes, Non-Educational purposes, Advanced level, Commerce stream, Students

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