

**USES AND PERCEPTION OF SOCIAL MEDIA AMONG THE
UNDERGRADUATES**



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ABSTRACT

Over the years, social media among undergraduate students has become more and more popular. It is a way to make connections, not only on university, but also with friends from outside of the university. Social networking is a way that helps many people feel as though belong to a community. This research investigates the uses and perception of social media among the under graduate students in Eastern University, Sri Lanka.

On behalf of the determination of this research is to find out the factors that contribute to the uses and perception regarding the social media for the undergraduate, these research studies consider three variables: usefulness, ease of use and subjective norm factors. These three variables were measured by respective appropriate dimensions such as: **information, people, technology, consequences**. The samples were selected by using stratified random sampling. Questionnaire was used to collect primary data for this study from 200 respondents. The collected data were analysed by univariate analysis. The study found the variables, it was revealed that usefulness and ease of use were at high level whereas subject norm and the overall usage of perception were at moderate level of social media among the undergraduate in Eastern University, Sri Lanka. Therefore, this study recommends focus more on improving the perception regarding subject norm factors. It was also recommended to stimulate students to publish their writing and to collaborate with other regarding research activities.

Keywords: Social media, perception, usefulness, ease of use, subject norm

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