

**"THE IMPACT OF SOCIAL NETWORKING ON
INTERPERSONAL COMMUNICATION AND CONFLICT
RESOLUTION SKILLS AMONG COLLEGE FRESHMEN IN
EASTERN UNIVERSITY, SRILANKA"**

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ABSTRACT

The aim of this study is to identify the impact of Social Networking on Interpersonal Communication and Conflict Resolution skills among the freshmen in Eastern University, Sri Lanka. Based on the comprehensive literature review, the authors adopted three dimension of social networking namely attitudes toward social networking and their influence on interpersonal communication and conflict resolution skills of freshmen in colleges.

The studies mainly analyze the objective of whether the social networking impact on interpersonal communication and conflict resolution skills of freshmen. The study is mainly considers the primary data. The primary data were collected through closed structure questionnaire from 150 respondents from selected freshmen of faculty of commerce and management, agriculture and science in Eastern University and used univariate and bivariate analysis techniques in order to analyze data and find the results of study objective.

At the same time the results show that social networking and interpersonal communication and conflict resolution skills highly impact of freshmen. Furthermore, the dimensions of Attitudes toward social networking support is having high level of impact on interpersonal communication and conflict resolution skills of freshmen and have positive and significant impact of interpersonal communication and conflict resolution skills of freshmen. The findings of this study have various social work practice implications for other young adults and others also.

Key words: attitudes toward social networking, communication and conflict resolution.

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