Abstract

Online social network sites use has been emerged as a most powerful tool for communication and exchange of information all over the world. More recently the Wats app, Twitter, Face book, Instagram apps have provoked a revolution and unlocked a new dimension in the field of communication and technology; this ongoing digital revolution has touched and turned almost every sphere of life of its users whether its physical, social, emotional, moral or ethical. This research work summarized the large body of evidence examining whether use of social network sites influence on academic performance, creativity, emotional maturity and play activities among adolescents. A descriptive survey research design was employed and persons were classified as high social network sites users, average social network sites users and low social network sites users according to the scores obtained on social network sites usage scale. The data was obtained from 600 participants and the level of academic performance, creativity, emotional maturity and preferences of play activities as influenced by the social network sites use is analyzed. A one-way ANOVA, F results indicated that high social network user, average social network sites users and low social network users groups are significantly differ in the level academic performance, creativity, emotional maturity and play activities among adolescents. Tukey’s HSD post hoc analyses indicated that low social network sites users group has obtained greater mean percentage on academic performance compared to average social network sites users group and high social network sites users group. On emotional maturity it was found that students with High social network sites usage are emotionally not so matured compare to average and low social network site users. However, High social network sites users group has shown high level of creative ability compared to average social network sites users group and
low social network sites users group. It is also found that High SNS users showed high preference for online and indoor games, Average SNS users showed high preference for Indoor and outdoor games and Low SNS users showed high preference outdoor games. Implications of the study were discussed in light of creating awareness about the use of Social network sites among adolescents in India.

Keywords: Online Social networking sites, Emotional regulation, Academic success, Creative abilities and preference of play activities.