#### A project report on

"Usage Patterns of Social Networking Sites and Their Impact with special reference to Nalbari district"

Submitted For the Partial Fulfillment of the Degree of Bachelor of Commerce under Gauhati University





# Nalbari Commerce College, Nalbari SUBMITTED BY

Tanmoy Malla Bujar Baruah Roll No: UC-211-200-0149 G.U. Registration No.: 21025732 Year – 2023-22

Under the Supervision of Dr. Rimakhi Borah Assistant Professor, Department of Accountancy

### DELARATION OF THE RESEARCHER

#### DECLARATION

I hereby declare that the dissertation entitle "USAGE Patterns of the Social Networking Sites and Their Impact with Special Reference to Nalbari District", submitted by me for partial fulfillment of Bachelor of commerce (B.Com) under University. This is my own original work and has not been submitted earlier to Gauhati University or to any other institution for the fulfillment of the requirement any course of study.

Place .: Nalbari

Date .: 18./05/2024

Jammay Malla Bujarc Barcuah. Signature

Name .: Tanmoy Malla Bujar Baruah

Roll No .: UC-211-200-0149

GU Registration No .: 21 025732

### CERTIFICATE OF THE SUPERVISIOR

#### CERTIFICATE

This is to certify that *Tanmoy Malla Bujar Baruah* student of B.Com 6<sup>th</sup> semester 2024, *Nalbari Commerce College*, *Nalbari* under Gauhati University, *roll no .: UC-211-200-0149* and *registration no.: 21025732* was working under my supervision and guidance for his project work for the course *Bachelor of Commerce* under *Gauhati University*. His project work entitle "USAGE Patterns of the Social Networking Sites and Their Impact with Special Reference to Nalbari District", which she is submitting is her genuine and original work.

Place .: Nalbari

Date .: 18 /05 /2024

Rimakhi Borah

Signature

Name .: Dr Rimakhi Borah

Designation .: Assistant Professor

Department .: Accountancy

Nalbari Commerce College , Nalbari

## ACKNOWLEDGEMENT

I would like to express my special thanks of gratitude to Professor *Dr Rimakhi Borah* for his guidance in completing my project. The assistance provided by him was greatly appreciated.

I wish to extend my gratitude to all the respondents who helped me to complete my field work, without which this project report would not have been completed.

Place .: Nalbari

Date .: 18/05/2024

Jammay Mella Bujar Bed.

Signature

#### CONTENTS

#### CHAPTER 1: Introduction

Page No
1-6
7-15
16
17-18
19
20
21-23

#### CHAPTER 2: Description about the Study Area in Nalbari

Title	Page No
2.1 Introduction	24-27
2.2 Geographical location	28-29
2.3 Physical features	30-31
2.4 Cultural perspectives	32-35
2.5 Soil and climate	36-37
2.6 Political and administrative structure	38-39
2.7 Population	40
2.8 Literacy and education	41-43

2.9 Agriculture	44-45
2.10 Industry	46-48
,	

## CHAPTER 3: Issues Relating to Social Networking Sites - An overview

Page No
49-51
52-54
55-59
60-65
66-68
69-70

#### CHAPTER 4: Data Analysis and Interpretation

Page No
71-72
73-74
75
76-77
78-79
80-81
82-83

4.8. Time spend on social networking sites	84-85
4.9. Perspective on social networking sites being useful	86-87
for studies or not 4.10. Decrease in the amount of time spend on daily task	88-89
4.11. Negative influence of social networking sites	90-91
4.12. Victim of social media abuse	92
4.13. Satisfaction and dissatisfaction regarding the use of	93-94
4.14. Recommendation for joining social networking	95
4.15. Intention of opening accounts on social	96-97
4.16. Perspective of non-users on social networking sites being harmful for the society or not	98-99

### CHAPTER 5: Findings and Conclusion

Title	Page No
Findings	100-103
Suggestion	104-106
Conclusion	107-109

Bibliography	110-11
Questionnaire	