

Facebook, WhatsApp, Twitter hot favourites of students

OUR BUREAU

Hyderabad, November 20

We all know how digital natives communicate with each other and view the world. It's through various online channels and smart gadgets. A study by IT major TCS has just come out with some numbers that vindicate our observations.

Facebook has emerged the most favourite social media network among the students in Hyderabad, followed by WhatsApp with 66 per cent and Twitter with 45 per cent. And, on an average they are spending an hour online, with 37 per cent of them responding to notifications once in a day.

TCS has conducted a city specific study across the country, covering top cities and has begun to release the results in phases. The firm used about 15,000 students who participate

in the quiz programme that it conducts every year. Of this, about 1,000 took part in the survey in Hyderabad that captured the digital consumption habits of students in the age group 12-18 years.

Smartphones turned out to be a hot favourite with students. About 84 per cent of them have chosen it as their favourite gadget. "However, they preferred to access the internet on their desktop PCs and laptops. As many as 48 per cent used these two windows to access the net, while 33 per cent of students used smart phones for that," TCS Vice-President and Global Head Technology V Rajanna, has said. Parents in Hyderabad seem to be wary of the dangers involved in the virtual world. "About 64 per cent of the respondents have said that their parents have access to their online accounts," he said.