## Rediffusion/Edelman

Publication: The Hindu Business Line

Date: 08/09/2013

Edition: Kolkata, Mumbai, New Delhi, Bangalore, Hyderabad, Ahmedabad, Chennai Page No: 2

Headline: Facebook is preferred networking tool for school kids, says TCS survey

## Facebook is preferred networking tool for school kids, says TCS survey

## Our Bureau

Kolkata, Sept. 7 The TCS Web 3.0 Youth Survey, a yearly study of the digital habits of school students studying in classes 8 to 12, has revealed that 37.59 per cent of the respondents in Kolkata use a mobile phone, which is higher than the national average of 33.65 per cent.

Among other findings, 51.67 per cent of the city student respondents own a smart phone and 92.11 per cent rate Facebook as the most preferred social networking platform.

Some 23.32 per cent spend 2-3 hours daily on the Internet, and 69.54 per cent use it to research on school subjects. Also, 32.16 per cent use the Net to book travel tickets.

To communicate, 70.27 per cent prefer SMS, followed by 47.22 per cent opting for social networking sites like Facebook and Twitter. TCS also said Aviral Dasgupta and Shubham Agarwal from Loyola School, Jamshedpur won the Kolkata leg of the TCS IT Wiz contest. The winners of the Bhubaneswar edition of the competition were Prathamesh Dash and Rishav Aditya Sathapthy from Naidu (Jr) Science College. The winners will join the mega finals in Mumbai on December 14.

jayanta.mallick@thehindu.co.in