Study the influence of social media on youth of College Students

Smt. Sujata Viswaajit Mahajan

Assistant Professor, Department of Statistics, Sadguru Gadage Maharaj College, Karad - 415124

Abstract - **Social media is in progress from early of the 21st century. Social media plays a vital role in day-to-day life of human being in today's COVID pandemic. No one can change Positive as well as negative impact of this on our life. It is useful to share or exchange knowledge, views. Sone extensively used social media platforms are Facebook, WhatsApp, Twitter, Instagram, YouTube etc. Through social media users can connect with other users within seconds, share their ideas. This paper throws a light on pattern of social media usage and its impact on youth. This is survey type research in which data are collected using questionnaire.**

Index Terms - **Impact, Youth, Social media, Social networking sites.**

INTRODUCTION

Social media are interactive computer mediated technologies that facilitates the creation & sharing of information, ideas, career interests & other forms of virtual communities & networks. In the past, the communicating & free sharing of thoughts among people were restricted by long distance, nationality & or religion. But now, even these barriers cannot stop the flow of information & knowledge. The new world of social networking allows free sharing of thoughts. As we all know Facebook, WhatsApp, Instagram Twitter, LinkedIn, YouTube etc are the biggest source of entertainment today & Google-The biggest source of infotainment.

Advantages being, it is a rich source of communication, interaction, entertainment & the list can go on. But the disadvantages of social media are measure issue ponders on today. The main purpose of social media is being demoralized. It is used more in the wrong way & for the wrong place here. Cyber bullying takes the first place here. Students are getting more attached to networking sites & less to their families. Social media is a boon for students but it is them who have transformed it into a bane & have no idea about it. They are submerging into this huge pool of mud. And while texting & browsing they will die one day into this pull of mud & never ever come back. This has leads to the miserable situations they are in today.

The National Youth Policy (NYP)-2014 has defined 'youth' as persons in the age-group of 15-29 years. Youths and students use social media for varied purpose like learning, entertainment, and also for innovation. Social media influence youth's life and it has both positive and negative impacts. Assad Ali et al (2016) from their studies, found that social media plays vital role in providing learning and job opportunities to the students.

LITERATURE REVIEW

Social Media are computer-mediated technologies that allow the creating and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces the challenges of defining (Watts, Duncan J. 2003). Social media, derived from the social software movement, are a collection of Internet websites, services, and practices that support collaboration, community building, participation, and sharing (Junco, Heibergert, & Loken, 2010).

Kalpidou, Costin, and Morris, (2011) stated that there is a relationship between social media and grades and according to Jacobsen and Forest (2011), social media had negative effect on grades and further told that two-thirds of the students were used social media while doing homework had bad impact on their grades. Ohio State University described in its study that those students who spent them most of time on social media had low grades and those who did not spent their time on social media had high grades.

PROBLEM STATEMENT

One of the main findings from GenY Survey conducted by TCS amongst the 'Post-Millennial' during 2012-13 indicates that one out of every four youngsters have an access of internet for more than 1 hour in a day,73.65% youngsters use internet for academic research work, more than 62% use it for social media activities such as chat/connect/blog. Social media are widely used by youth. The use and advancement of social media which involves social networks are very much popular among youth especially Facebook, WhatsApp, Instagram Twitter, LinkedIn, YouTube etc. Though these have huge positive impact among youth it also has negative impacts. Frequently updating a status with pictures, informative States leads to privacy issues of theft is common.

MATERIALS AND METHOD

The study was conducted in of S. G. M. College, Karad by using questionnaire method. The total sample size was 180 including both boys and girls. Random sampling method was used for the study. The Survey is appropriate in this study because it enables the researcher in formulation of generalizations. This study utilized the quantitative method of research. Data was collected through questionnaire.

GRAPHICAL ANALYSIS

Simple Bar Graph:
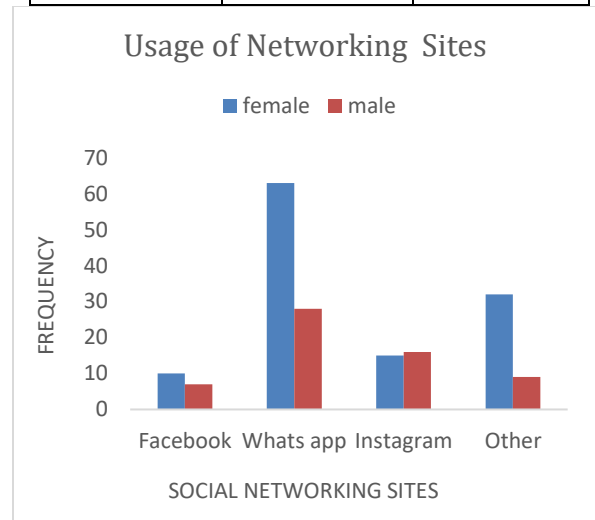To study how often students engage with your social media platform

A	B
Below 1 hr	85
1-2 hr	68
2-3 hr	13
above 3 hr	14
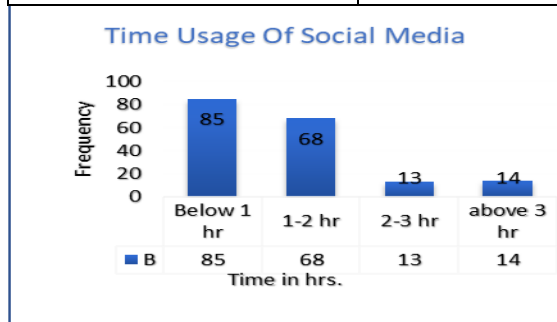
Multiple Bar Graph:
To test whether the usage of multiple social networking sites is dependent on sex.

A	b	
	female	male
Facebook	10	7
WhatsApp	63	28
Instagram	15	16
Other	32	9

Subdivided Bar Graph:

	35-50%	50-65%	65-80%	above 80 %
Yes	8	29	55	33
No	3	4	21	27
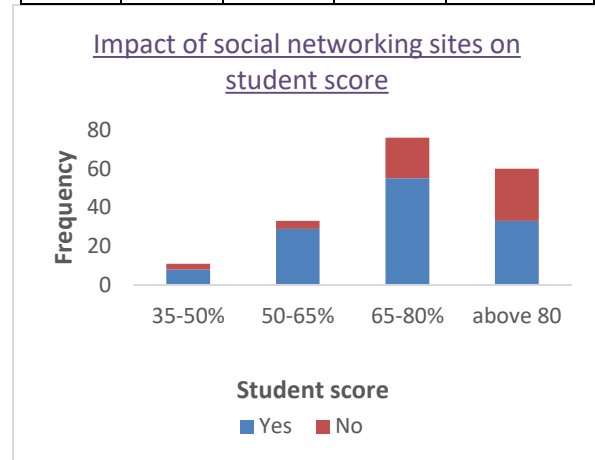
Bar Diagram:
To study which source of social media is good for news by using histogram

A	Facebook	WhatsApp	Instagram	Other
B	42	49	18	71
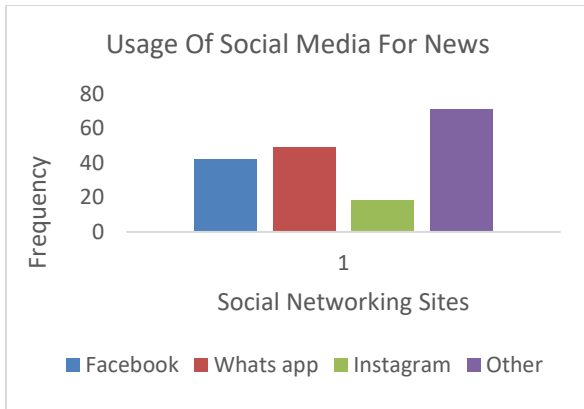
Pie Chart:

To represent the purpose of social networking sites using pie chart
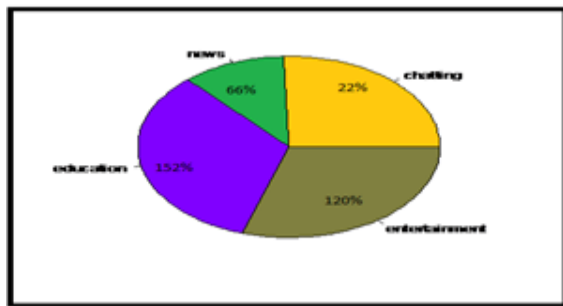
Testing of Hypothesis

χ^2 test for independence of attributes:

Aim:

To test for independence between sex & area (Uses of multiple social networking sites)

Hypothesis:

H_0: Sex & area (Uses of multiple social networking sites) are independent

H_1: Sex & area (Uses of multiple social networking sites) are dependent

Formulae:

χ^2 cal = $N(ad-bc)^2 / (a+b)(c+d)(a+c)(b+d)$

χ^2 tab = $\chi^2(m-1)(n-1)$,0.05 d.f.

Observation table:

	Use	Not use	
male	44	16	60
female	81	39	120
	125	55	180

Test Criterion:

If χ^2 cal $>\chi^2$ tab, then reject H0 at 5% level of significance.

Calculation:

χ^2cal =0.641455

χ^2tab=0.003932

Result:

Here, χ^2cal $>\chi^2$tab

Hence we reject H0 at 5% level of significance.

Conclusion:

Sex & area (Uses of multiple social networking sites) are dependent.

χ^2 test for independence:

Aim:

To test for independence between age & area (Usage of multiple social networking sites)

Hypothesis:

H_0: Age & area (Usage of multiple social networking sites) are independent

H_1: Age & area (Usage of multiple social networking sites) are dependent

Formulae:

χ^2 cal = $\sum_{i=1}^{n}\left(\frac{(Oi-Ei)^2}{Ei}\right)$

χ^2 tab = $\chi^2(m-1)(n-1)$,0.05,d.f.

Observation Table:

Age	16-18yr	18-20yr	20-22yr	Above 22yr	total
YES	27	40	38	18	123
NO	40	9	5	3	57
Total	67	49	43	21	180

Test Criterion :

If χ^2 cal $>\chi^2$ tab , then reject H0 at 5% level of significance.

Calculation :

χ^2 cal = 39.25166888

χ^2 tab =0.00393214

Result :

Here, χ^2cal $>\chi^2$tab

Hence we reject H_0 at 5% level of significance

Conclusion :

Age & area (Uses of multiple social networking sites) are dependent.

Run Test

Aim :

To test whether the sequence of member of multiple social networking sites & not member of multiple social networking sites is random

Hypothesis :

H_0: Sequence of member of multiple social networking sites & not member of multiple social networking sites is random

H_1: Sequence of member of multiple social networking sites & not member of multiple social networking sites is not random

Formulae:

Here, n = 180(>30) is large sample

We use normal approximation

i.e. $Z = [R - E(R)] / \sqrt{V(R)} \sim N(0,1)$

Where,

$E(R) = [(2n1n2) / (n1+n2)] + 1$

$V(R) = \{[2n1n2*(2n1n2-n1-n2)] / [(n1+n2)^2*(n1+n2-1)]\}$

Test Criterion:

If cal Z > tab Z, then we reject H_0 at 5% level of significance

Calculations:

R = No. of runs = 59

n1 = Sum of member of multiple social networking sites

= 124

n2 = Sum of not member of multiple social networking sites

= 56

n = n1+ n2 = 180

E(R) = 77.15

V(R) = 32.8258

Cal Z = - 3.16788

Tab Z = $Z_{0.05}$ = 1.96

Result:

Here, cal Z < tab Z

Hence, we accept H_0 at 5% level of significance

Conclusion:

Sequence of member of multiple social networking sites & not member of multiple social networking sites is random.

CONCLUDING REMARKS

- The usage of social media within 1 hr. is maximum as compared to 2-3hrs.
- Both the male and fem ales are active on WhatsApp as compared to Facebook. Usage of multiple social networking sites is dependent on sex.
- The frequency of using other networking site (google, chrome, etc) is extensive & vast than Instagram, WhatsApp & Facebook.

- Impact of social networking sites on students score is average i.e. 50%-80%
- Sex & area (Uses of multiple social networking sites) are dependent.
- Age & area (Uses of multiple social networking sites) are dependent.
- Sequence of member of multiple social networking sites & not member of multiple social networking sites is random.

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