

# Impact Of Social Media/Social Networking On The Health, Education And Behavior Of Undergraduate Students Of Belagavi Town In Order To Prepare A Booklet On Positive Impact Of Social Media

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**Abstract:** *Objective: To evaluate the impact of social media/social networking on health, education and behavior of undergraduate students*

*Methods: Descriptive study was carried over a period of 3 months on 80 undergraduate students of K.L.E.U'S Institute of Nursing Sciences, Belagavi, Karnataka. All 80 students enrolled in study.*

*Results: Result revealed that there is positive impact of social media/ networking on health, education and behavior of undergraduate students as seen by the results. The majority of samples have scored between the range of 30 to 40 (Agree) and 40 to 50 (Strongly Agree) which is a class where it shows there is an impact of positivity in the use of social media / networking.*

*Conclusion: The study concluded that the impact of social media and networking has both positive and negative impacts on the health, education and behavior of students and the results were helpful in preparing a booklet with the points of positive usage of social media and social networking.*

**Keywords:** *Social media, Social networking, Health, education and behavior.*

## I. INTRODUCTION

In today's world where internet has experienced tremendous growth, social networking sites have become highly significant in people's lives especially they have earned more popularity among students and youngsters. In this study the use of social media networking sites by the undergraduate students is mainly focused. It not only focuses about the use of social media networking sites but also its impacts in various aspects among students like education, health and behaviors including both positive and negative impacts..

Social media networking are the group of internet based applications that allows people to create, share or exchange, information, ideas, pictures and videos. It includes various networking sites like face book, twitter, whatsapp, viber,

Skype, and so on. These sites are based on objects in motion so it has becoming more popular among today's generation and as well they are relatively inexpensive and easily assessable. adopted to their physiological and psychological needs.

Moving on to the impact of social media on education we found that it have proven to be a very useful source among students. Students can learn various things using it. It is mostly based on objects in motion so students get quickly attracted toward it and pay more attention and concentration in social media. So the time period to gain knowledge is very short term, learning process is quick and outcome is more beneficial. As we know that internet is also compared as encyclopedia where we will get everything whatever we want, that to in various way so the students will be benefited more.

Social media also have bad effect on education of students. It includes various networking sites like face book, whatsapp, viber, twitter etc. They will utilize their leisure periods being busy in such sites. Which are supposed to be a source to connect with friends, to share various media for entertainment, for watching videos, for playing games etc. we has found that students are more fond of such sites rather those educational sites.

Next to education another impact of social media on student's health too have both positive and negative impacts. In positive impacts students can learn health related knowledge and they can utilize it in their day to day life to improve the health status among individual, family, society and overall nation.

Students or youngsters are fonder of entertainment based networking sites as they develop addiction towards it which negatively affects their health. They will spend their most of the times in using various apps and they will not care about their health. As a result they will be victim of various health problems like insomnia, loss of appetite, vision problem, headache and so on.

Social media also helps to improve the communication skills among various groups of people which positively influence the behavior of students. It results in improving their academic performance and as well in extracurricular activities.

More attraction and dependency towards internet is leading the youngsters towards isolation from the family and members of society so it inhibits the face to face interaction with other peoples. They will be interacted indirectly with others rather than direct interaction.

## II. MATERIALS AND METHODS

This was Descriptive study carried out at K.L.E.U'S Institute of Nursing Sciences, Belagavi. Karnataka for a period of 3 months. The study was approved by the institutional research committee.

The tool used for the data collection consisted of: The self-administered structured questionnaire to assess the impact of social media/social networking on health, education and behavior.

Tool was divided into two parts section I & section II

*SECTION I* - Demographic data

*SECTION II* - Self administered structured questionnaire on effect of social media / social networking on health, education and behavior of undergraduate students.

### RESEARCH DESIGN

Descriptive research design has been adopted for the present study.

### MAJOR FINDINGS OF THE STUDY WERE

Descriptive and inferential statistics had been used for data analysis. The data was presented in the form of tables and diagrams. Data was analyzed by computing mean, median, standard deviation and chi - square.

## III. SIGNIFICANT FINDINGS OF THE STUDY DEMOGRAPHIC DATA OF THE RESPONDENT

### AGE

In group of 80 samples 43 (53.75%) of samples belong to the age group of 15-20 years and 37(46.25%) belongs to 21-25years.

### SEX

In group of 80 samples 59 (73.75%) were females and 21 (26.25%) were male

### NATIONALITY

In group of 80 samples 69 (86.25%) were Indian, 10 (12.25%) were Nepalese and 1 (1.25%) were others.

### RELIGION

In group of 80 samples 50(62.5%) were Hindu, 1(1.25%) were Muslim, 27(33.75%) were Christian, and 2(2.5%) were other.

### TYPE OF FAMILY

In group of 80 samples 61(76.25%) of samples belongs to nuclear family, 19(13.75%) belongs to joint family and 0(0%) belong to others.

### RESIDENCE

In group of 80 samples 32 (40%) lives in rural area and 48(60%) lives in urban areas.

### FAVORITE FORM OF SOCIAL MEDIA

In group of 80 samples 17(21.25%) use Facebook, 0(0%) use Viber, 42 (52.5%) use WhatsApp, 15(18.75%) use YouTube, 1(1.25%) use Twitter and 5 (6.25%) use others.

### USE OF SOCIAL MEDIA

In group of 80 samples 76(95%) use in mobile, 2 (2.5%) use in PC, 1(1.25%) use in Net Centre, and 1(1.25%) use in Digital library.

### TIME SPENT IN SOCIAL MEDIA

In group of 80 samples 36(45%) of samples spent <2hrs/day, 29(36.25%) of samples 2-4hrs/day, 11(13.75%) of samples spent >4hrs/day and 4(5%) of samples spent nil

## IV. RESULTS

The study revealed that there is positive impact of social media/ networking on health, education and behavior of undergraduate students as seen by the results. The majority of

samples have scored between the range of 30 to 40 (Agree) and 40 to 50 (Strongly Agree) which is a class where it shows there is an impact of positivity in the use of social media / networking.

But in post test 35.0% of them had moderate knowledge (51-75 %), 65.0% of them had adequate knowledge (> 75 %) and none of them had inadequate knowledge (≤ 50 %)., which indicates that the Structured Teaching Programme improved the knowledge of Plywood Industry workers regarding Prevention of respiratory tract infections.

**FINDINGS RELATED TO ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES WITH RESULTS:** The study revealed that: There is an association between age and effect of social media in education of undergraduate students, there is an association between sex and effect of social media in health of undergraduate students.

There is an association between the nationality and effect of social media in behavior of undergraduate students.

There is association between residence and effect of social media in behavior of undergraduate students.

There is association between use of devices and effect of social media in education of undergraduate students.

There is association between time spent and effect of social media in education of undergraduate students.

**MEAN, MEDIAN, MODE, OF SELF- STRUCTURED QUESTIONNAIRE SCORES ON HEALTH, EDUCATION, AN D BEHAVIOR OF UNDERGRADUATE STUDENTS**

Sl.no	Areas Of analysis	Mean	Median	Mode
1	Health	38.27	38	41
2	Education	38	38	37
3	Behaviour	36.88	37	38

Table 1

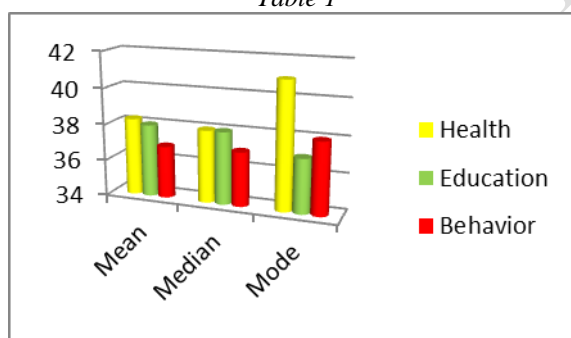


Figure 1

Data presented in Table 16 and Figure 16 shows th at the obtained Mean is (38.27) on he alth, (38) on education, (36.88) on behavior similarly Median is (38) on health, (38) on education and (37) on behavior and Mode is (41) on health, (37) on education and (38) on behavior

**V. DISCUSSION**

The discussion is accordance with the objectives of the study to evaluate the the impact of social media/social networking on health, education and behavior of undergraduate students

Demographic variables: majority of students 53.75% were in the age group of 15-20, 73.75% students are females, 86.25% were from India, 62.5% of students were from hindu religion, 61% were from nuclear family, 60% students from urban areas, 52.5% of students favorite social media is whatsapp and 29(36.25%) of samples using social media 2-4hrs/day.

In the present study there is positive impact of social media/ networking on health, education and behavior of undergraduate students as seen by the results. The majority of samples have scored between the range of 30 to 40 (Agree) and 40 to 50 (Strongly Agree) which is a class where it shows there is an impact of positivity in the use of social media / networking

**VI. CONCLUSION**

The study concluded that the impact of social media and networking has both positive and negative impacts on the health, education and behavior of students and the results were helpful in preparing a booklet with the points of positive usage of social media and social networking.

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