ASSESS THE KNOWLEDGE AND ATTITUDE REGARDING NEGATIVE EFFECT OF SOCIAL NETWORKING SITES AMONG UNDER GRADUATE STUDENTS

Ms. Ridhdhi Patel,

Lecturer,
Department of Medical Surgical Nursing,
Maniba Bhula Nursing College, Bardoli, Gujarat, India.

Abstract : Social networking site is an essential communication medium in professional as well as personal life. Social networking site affect on physical, mental health and produce social problem like poor concentration, poor academic performance, social withdrawal, family distraction. A Mexican study found that internet addicts had a higher incidence of depression and lower physical health, self-esteem levels and academic performance. The aim of the study was to evaluate the knowledge and attitude of under graduate students regarding negative effect of social networking site. A Quantitative approach with survey research design was adopted for this study. A total of 50 under graduate students selected by probability simple random sampling technique. Data was collected from selected colleges of south Gujarat. Knowledge assessed using Structured knowledge questionnaires and Attitude scale was used to assess attitude. Result showed that 3 (6 %) under graduate student had poor knowledge whereas 37 (74%) under graduate student had average knowledge and 10 (20 %) under graduate students had good knowledge regarding negative effects of social networking sites. Majority of under graduate student 30 (60%) had good attitude score and rest of them 20 (40%) had average attitude score towards negative effects of social networking sites. The study findings concluded that under graduate students had average knowledge and good attitude regarding negative effect of social networking site. This study will providing awareness regarding negative effects of social networking site which help the students to minimize their use of social networking site.

Keywords : Social networking site, social withdrawal and family distraction.

I. INTRODUCTION:

Now a day's social networking sites has been the important part of one's life from shopping to electronic mails, education and business tool. Social networking sites plays a vital role in transforming people's life style. The tremendous growth of the internet has height impact on the development of the student in which they interact and socialize during this era. People spend more than usual hours on social networking sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the students wherein they find it difficult to concentrate on their academic. Internet addiction has lead to negative effects on special in areas like academics, family relation, physical health, mental health and finance. According to social media statistics of 2014 out of 1.256 million Indian population 106 million are active social media users out of this figure facebook alone adding 16 million new users. It can increase the cybercrimes and cyber bullying among the students. Students who get involved in activities on social media sites while studying result in reduction in their focus of attention. This causes reduction in their academic performance, and concentration to study well. The overuse of these sites on a daily basis has many negative effects on the physical and mental health of students making them lethargic and unmotivated to create contact with the people.

II. LITERATURE REVIEW :

Qingyawang, weichen et.al. (2015) descriptive research study to identify the effect of social media on college students at Johnson & Wales university. This study drew a random sample (N =48) of males (n=26) and females (n=22) who were administered a student perception questionnaire on how social media affect college students. The results of the survey questionnaire indicate that 45% of the sample admitted that they spent 6-8 hours per day checking social media sites, while 23% spent more than 8 hours; 20% spent 2-4 hours and only 12% spent less than 2 hours on this task. Results indicate while most college students use social media and spend many hours checking social media sites, there was a negative effect of social networking sites on college student's performance.

Masood Badri, Ali Al Nuaimi, Yang Guang (2017) conducted descriptive research. A total of 32,376 students were selected for study. Five-point attitude scale used to check the attitude of student regarding negative effect of social networking sites. The result shows that students have poor attitude towards negative effect of using social networking sites which may reflect by physically hurt, finding illegal drugs, committing suicide as well as academic performance is negatively affected.

Muhammad afzal (2016) the effect of social networking used on the university students academics performance cross sectional survey technique has used in the current study sample 260 students of four university of through convenient random sampling in that 10% student has effect of social networking sites which has negative effect of students' academic performance, habit, attitude and behavior.

S. Karthika Amanpreet kaur, et al. (2017) conducted descriptive study in the different college covering 3000 students from various departments of engineering, arts, commerce and others. The revealed that 59.66% of students often switch to excessive computer use and internet access. About 58% of students had average knowledge regarding internet usage, 63.33% majority of students had average attitude, 31% of students have below average attitude.

Divyagoel (2016) done qualitative study in that collected 237 samples of management students from 3 private college and 2 private university of Delhi. Data was collected using self-designated questionnaires. The study results provided the considerable support for the hypothesized relation between positive belief and attitude towards social networking site for exchanging academic activities and academic performance of the students. The study result both institution colleges has develop positive attitude towards negative effect of social networking sites.

III. METHODOLOGY :

3.1 Research design:
Quantitative research approach with survey research design used in this study.

3.2 Population and Sample:
Selection of college done with the probability simple random sampling technique. Study was conducted in B.V. Patel Commerce College, Maliba campus, Bardoli. B.V. Patel College have 360 undergraduate students. Among them 50 undergraduate students were selected with simple random sampling technique in that lottery method. Undergraduate students have more obsession and addiction of internet use. They have more negative effects of social networking sites use.

3.3 Data collection instrument:
1. Demographic variables
2. Structure knowledge questionnaires.
3. Attitude scale

Demographic data
It consist of age, religion, occupation status, type of family, education, recent year of study, device use to assess social networking site, daily spending of time, number of member on social networking sites, name of use social networking site.

Structured knowledge questionnaire
This section consists of 20 items of multiple choice questions of following. The researcher given the knowledge questionnaires' to the respondent schedule along with giving the choice and respondent enter the answer in bracket provided. Each correct answer carried 1 mark with a total of 20 questions.

Attitude scale
Five point likert scale used to assumes that the strength/intensity of an attitude is linear, i.e. on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured. For example, each of the five responses would have a numerical value which would be used to measure the attitude under investigation.

3.4 Procedure for Data Collection:

The investigators obtain a written permission from the consents authority of B.V PATEL Commerce College Maliba Campus Bardoli to the data collection. Data collection prior extended from 2nd August 2018. The purpose of the study explained to the subject and written informed consents was obtained. Their responses were assessed confidentially. Individual explanations were given. Descriptive study was conducted to assess the knowledge and attitude scale was administered to the assess the attitude regarding negative effect of social networking site with the use of Structure knowledge questionnaires and Attitude scale.

3.5 Statistical tools and econometric models
Descriptive and inferential statistics will be used for analysis.

3.4.1 Descriptive Statistics
Descriptive Statistics has been used to find mean, median and standard deviation of the data of all the variables of the study.

3.4.2 Inferential statistics
In Inferential statistics Chi square test was used to find the association between knowledge score, attitude score with selected demographic variable.

IV. RESULTS :

Table 4.1 Frequency distribution of under graduate student according their demographic variable.

Sr.No	Demographic variables	Frequency	Percentage
1.	Age		
	a. <18 Year	14	28%
	b. 19 to 20 Year	34	68%

	c. 20 to 21 Year	02	04%
2.	Gender		
	a. Male	15	30%
	b. Female	35	70%
	c. Others	00	00%
3.	Religion		
	a. Hindu	47	94%
	b. Muslim	01	02%
	c. Christian	00	00%
	d. Others	02	04%
4.	Type of Family		
	a. Nuclear	07	14%
	b. Joint	33	66%
	c. Separated	10	20%
	d. Extended	00	00%
	e. Others	00	00%
5.	Recent year of study		
	a. 1st year	18	36%
	b. 2nd year	19	38%
	c. 3rd year	14	26%
	d. 4th year	00	00%
6.	How much time do you spend daily on social networking sites?		
	a. < 1 hour	20	40%
	b. 1-3 hours	20	40%
	c. 3-5 hours	07	14%
	d. > 5 hours	03	06%
7.	Device used to access social network?		
	a. Mobile	32	64%
	b. Computer	00	00%
	c. Both	18	36%
8.	Number of social networks in which you are a member?		
	a. 1 to 2	24	48%
	b. 3 to 4	20	40%
	c. 5 to 6	06	12%
9.	Name of social networks you use?		
	a. Facebook	03	6%

b. Whats App	30	60%
c. Twitter	01	02%
d. Instragram	16	32%

Table 4.2 Mean, Median, Standard deviation of samples score of under graduate college student.

	Score	Mean	Median	Standard deviation
Sum total of knowledge score	50	11.5	13	3.386709
Sum total of Attitude score	50	34.14	34	4.8065007
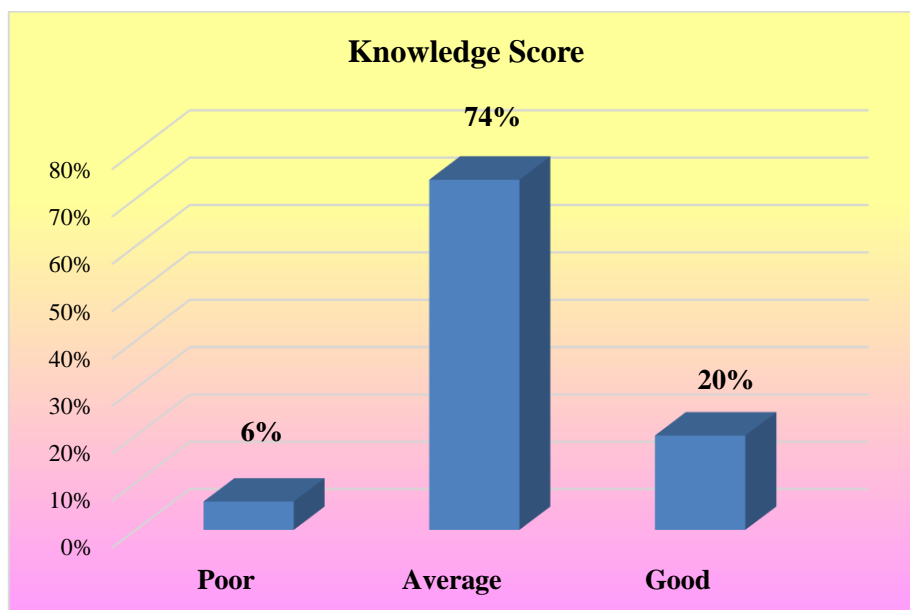
Fig. 4.1 Distribution of under graduate student according to knowledge score.
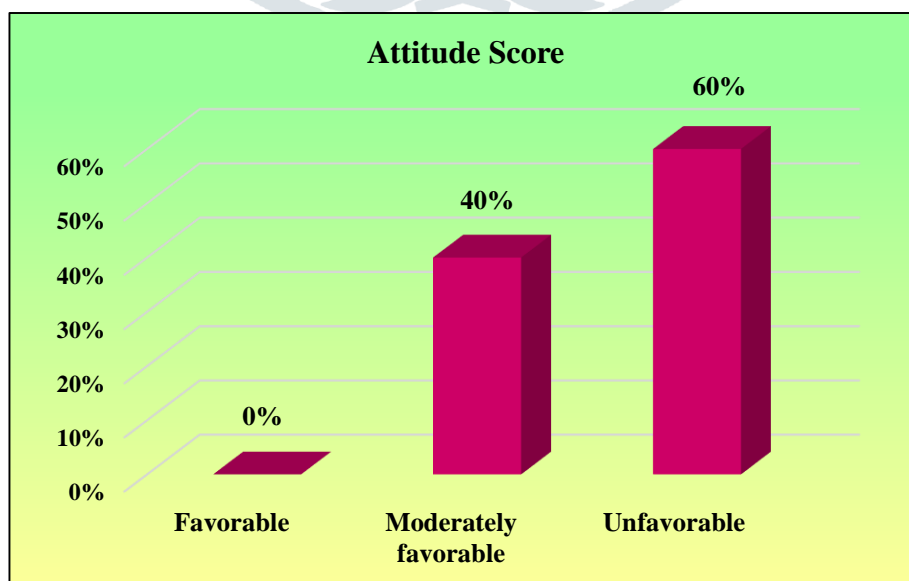

Fig. 4.2 Distribution of under graduate student according to attitude score.

Table 4.3: Association between knowledge score and selected demographic variables.

Demographic variables	Categories	Attitude Score		Inference
		Chi square value	Table value	
Recent year of study	1st year	9.1767	7.82	S
	2nd year			
	3rd year			
	4th year			
Number of social network in which you are member	1 to 2	6.5972	5.99	S
	3 to 4			
	5 to 6			

Table 4.3 shows that There was no association between knowledge scores and the selected demographic variables. There was association between attitude score and recent year of study as well as number of social network in which student is member. Except this two all selected demographic variables like age, gender, religion, types of family, daily time spend on social networking site, device used to access social network, and name of social network used by students were not associated with attitude score.

V.   DISCUSSION:

In the present study majority 68% of under graduate student were of age group of 19 to 20 years. 70% of under graduate student were of gender group of female. Maximum 94% of under graduate student were of religion group of hindu. Majority 66% of under graduate student were of types of family group of joint. Majority 38% of under graduate student were of types of recent year of study group of 2nd yr. 40% of under graduate student were of daily time spend on social networking sites group of <1 & 1to 3 hours. Majority 64% of under graduate student were of device used to access social network group of mobile. Majority 48% of under graduate student were of number of social network member group of 1 to 2. Majority 60% of under graduate student were of name of social network use group of whatsapp.

Mohammed Ibrahim, John George, Jenje mudodam, (2018) conducted similar study among student of selected colleges in thrissur district. The subjects included 400 social networking site users selected using systematic random sampling. The majority of 64.4% student used of social networking site in the age of 18 to 19. 64 % were daily users with 39.5% reporting 1 to 2 hours use per day. 74% of subjected reported to mobile phone as method of access to social networking site.

Madhususudan madaiah, (2016) conducted similar cross section study on the medical college students of MVJ medical college and research over a period of 3 months consisting of 402 students. The study comprise of 408 students. 274 (67.2%) were female and 174(32.8%) were males. Majority of participates were using social networking site daily (67.2%) commonly used social networking site are WhatsApp (87.7%) followed by facebook (81.4%).

The investigators found that in the pre-test 37 (74%) under graduate students were having average knowledge. 10 (20 %) under graduate students were having good knowledge. 03 (6 %) under graduate students were having poor knowledge. The pre-test mean score is 11.5.

Karthika subbiah, Amanpreet kaur, Annu saini, Bawandeep kaur (2017) descriptive study was undertaken of 300 students from various department of engineering, arts, commerce & others in Ambala, Haryana. The result showed that about 58% of students had average knowledge and followed by 34% having good knowledge regarding negative effect of social networking sites.

It was found in present study that in the pre-test 30 (60%) under graduate students were having favorable attitude. 20 (40%) under graduate students were having moderately favorable attitude. 00 (00%) under graduate students were having unfavorable attitude. The pre-test mean score is 34.14.

James Allen Otunomeruke (2016) A study to assess cross sectional survey in Abuja Municipal Area council (AMAC) A stratified sampling techniques uses and samples size of 200. Findings of the study showed that majority 93.33% of students had favorable attitude, 6% of students had moderately favorable attitude regarding negative effect of social networking sites.

It was found that there were no significant association between pre test attitude score and the selected demographic variables like age, gender, religion, types of family, daily time spend on social networking site, device used to social network, name of social network use are non-significant at 0.05 level and recent year of study and number of social network member are significant at 0.05 level.

Chacko H, Joseph JT, Abraham J, Aranha PR, Shetty AP conducted study to assess knowledge and attitude regarding internet addiction. Result revealed that there was a significant association between attitude score and recent year of study ($\chi 2$=3.84, p<0.05). other demographic variable were not significant.

VI. CONCLUSION:

Excessive internet browsing is one of the major activity seen among adolescents in this current scenario which can lead into addiction and affect their personal, social and academic life. Students also indulged in such activity which can affect their academic and professional life as well. Students can be sensitized on how to use this technology to enhance their academic performance by always visiting only educational sites that are relevant to the course of studies. It is obvious that Internet has come to stay so also are the various social media network sites which keep springing up daily with new features to attract the young ones. There is a need for the personnel to take active part in taking action in this context, and help the students to use the internet wisely. It is the duty of adults to ensure they join hands with government to educate and correct the wrongs whenever students are found browsing indiscriminately.

VII. ACKNOWLEDGMENT:

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