



"A STUDY TO EVALUATE THE IMPACT OF SOCIAL MEDIA/SOCIAL NETWORKING ON HEALTH, EDUCATION AND BEHAVIOUR OF UNDERGRADUATE STUDENTS OF SELECTED NURSING COLLEGE OF VADODARA IN ORDER TO PREPARE A INFORMATIONAL BOOKLET ON POSITIVE IMPACT OF SOCIAL NETWORKING."

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Abstract:

A study was conducted on **80** undergraduate students, who are studying in parul institute of nursing Vadodara. The objectives of the study were, to assess the impact of social media in health, education and behavior of undergraduate students, to associate demographic variables with the results, and to prepare an informational booklet regarding positive impact of social networking in health, education and behavior of undergraduate students

The research approach was descriptive and the research design was descriptive survey design. Convenient sampling technique was used. Data was collected by structured knowledge questionnaire and analyzed in terms of both descriptive and inferential statistics in terms of frequency, percentage, mean, standard deviation, and chi-square.

The major findings of the research indicated that Majority of the samples **53.75%** belongs to Age group 15-20 years, **73.75%** students were females, **86.2%** students were from India, **62.5%** students were Hindus, **63%** students belongs from nuclear family, **60%** students belongs from urban area, **52.5%** students uses whatsapp, **95%** students were using social media in mobile phones, Majority of the samples 45% spent <2hrs/day in social media.

On evaluation of impact of social media on **Health 55%** students were agree, impact of social media on **Education 63%** students were agree and impact of social media on **Behavior 70%** students were agree, and there is a statistically significant association between Age, Sex ,Nationality, Residence Use of Social Media in, and Time Spent in Social Media.

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 earn 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 imp-acts 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 videos1. 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.¹

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 b 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 heath 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.

Objectives:

1. To assess the impact of social media in health, education and behavior of undergraduate students.
2. To associate demographic variables with the results.
3. To prepare an informational booklet regarding positive impact of social networking in health, education and behavior of undergraduate students

Assumption:

1. The undergraduate students may have some knowledge regarding use of social media.
2. There is an impact of knowledge of development of effective use of social media.

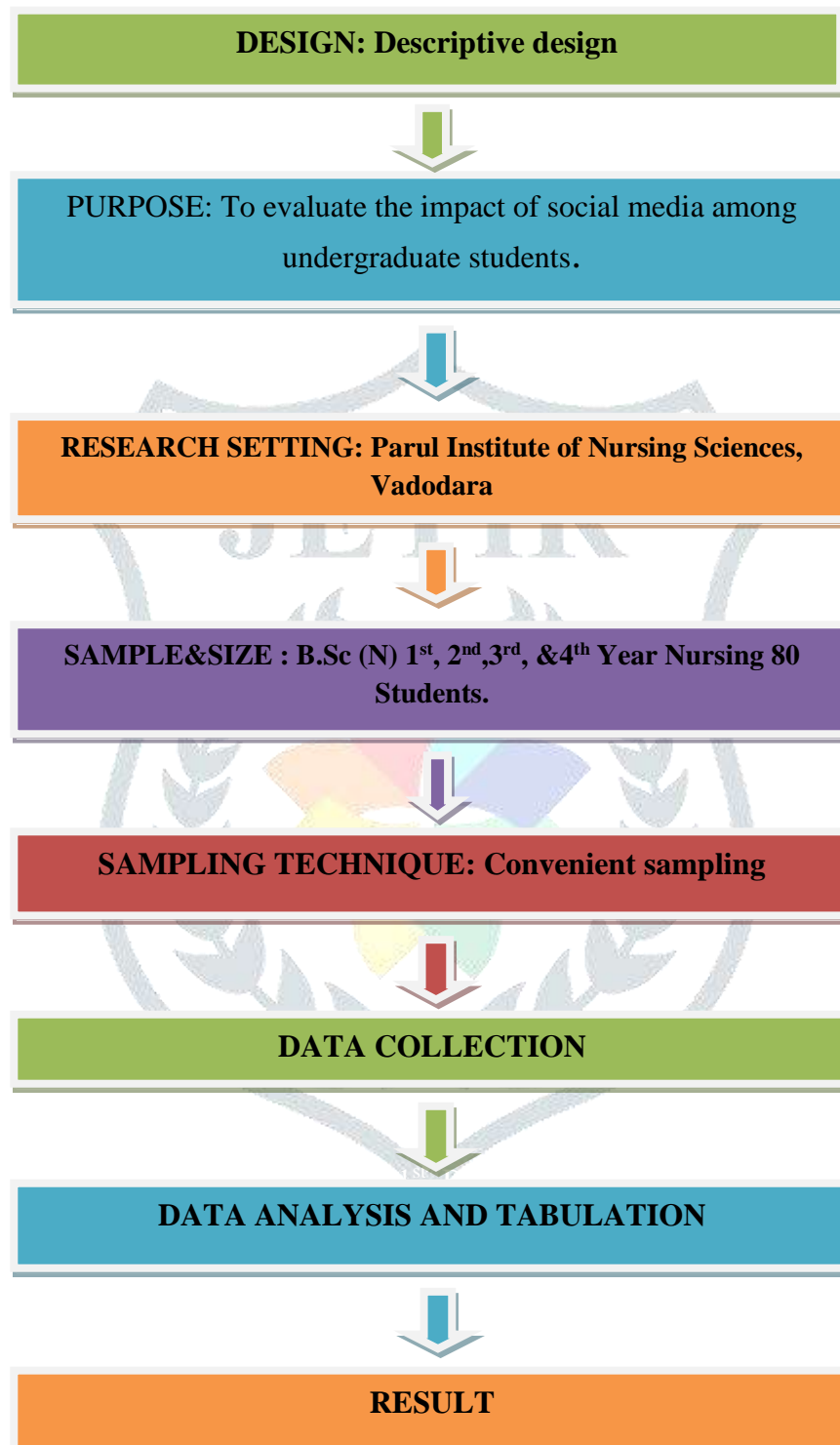
Significance of the study:

This study is expedient to apply social media in right direction for youth and create cognizance among youth that proper use of social media become a solid tool to educate, inform and groomed the mentality level of youth social media refine their living style of public especially for youth it is also create an responsiveness that how it is effecting the social life the deteriorate social norm, society standards and ethics of society and create awareness among youth the aspect of social media.

Now we understand that use of any technology has an effect on the mental health and the life style directly or indirectly and the effect may be positive or negative. When the use takes the form of addiction then the impact may be negative upon both. The following statements also show the same. Prof. Phil Reed (2013), Professor of Psychology in Swansea University's College of Human and Health Sciences claims the net addiction as the cause of the depression, social isolation, and disrupted sleep of the present generation. He also argues that the same has many other negative impacts on their health. Psychologist Dr. Kimberly Young began to study the topic of technology addiction as long ago as 1995 and wrote about it in a book called "Caught in the Net" in 1998. She compares online addiction to drugs or alcohol because internet

provides the addicted people with the same kind of high leading the dependency on it to feel normal. A study conducted in the year 2013 by Swansea and Milan.

METHODOLOGY



Findings:

Part A: Findings related to demographic variable among undergraduate students.

1. Majority of the samples 43(53.75%) belongs to age group 15-20 years and majority 59(73.75%) students were females.
2. Majority of the samples 69(86.2%) were Indian
3. Majority of the samples 50(62.5%) were Hindus and Majority of the samples 51(63%) belongs from nuclear family.
5. Majority of the samples 48(60%) belongs from urban area

6. Majority of the samples 42(52.5%) uses whatsapp.
7. Majority of the samples 76(95%) social media in mobile
8. Majority of the samples 36(45%) spent <2hrs/day in social media

Part B: Findings related to Impact of Social Media:

- ⇒ On evaluation of impact of social media on **health** of undergraduate students, the obtained result showed that **44(55%)** samples scored in class agree and 34(38.75%) samples scored in class strongly agree.
- ⇒ On evaluation of impact of social media on **education** of undergraduate students, the obtained result showed that **51 (63.75%)** samples scored in class agree and 24(30%) samples scored in class strongly agree.
- ⇒ On evaluation of impact of social media on **behavior** of undergraduate students, the obtained result **56 (70%)** samples scored in class agree and 19(23.75%) samples scored in class strongly agree.

Part C: Findings related to association between demographic variables and results.

S.N	DEMOGRAPHIC DATA	SCORES OF IMPACT OF SOCIAL NETWORKING			
		HEALTH	EDUCATION	BEHAVIOR	INFERENCE
1.	Age	2.8322	5.93	0.0816	$\chi^2=5.93$ df=4 p>0.50 significant
2.	Sex	5.04	0.835	0.78	$\chi^2=5.04$ df=4 p>0.50 significant
3.	Nationality	6.15	0.51232	7.499	$\chi^2=7.499$ df=8 p>0.50 significant
4.	Religion	5.190097	4.1079	6.509563	$\chi^2=6.509563$ df=12 Not significant
5.	Type of family	2.07	2.5177	1.6608	$\chi^2=2.5177$ df=8 Not significant
6.	Residence	0.086657	0.0393	4.608	$\chi^2=4.608$ df=4 p>0.50 significant
7.	Favorite form of social media.	15.07765	5.8953	8.002271	$\chi^2=15.07765$ df=20 Not significant
8.	Use of social media in	1.8563	19.6691	1.5776	$\chi^2=19.6691$ df=12 p>0.50 significant
9.	Time spent in social media	3.886246	14.51	3.683	$\chi^2=14.51$ df=12 p>0.50 significant

Data in table evident that there is a statistically significant association between Age, Sex ,Nationality, Residence Use of Social Media in, and Time Spent in Social Media.

RESEARCH IMPLICATIONS

The finding of the study shows that social media have implication in nursing practice, nursing education, nursing administration and nursing research.

Nursing practice:

The findings of the study have shown that there is positive effect of social media in health, education and behavior of students. In the same way social media can be use for regular nursing practice .The members of the nursing team can utilize this information for keeping records. The use of social media has helped a lot in nursing sector.

Nursing education:

From our study we have concluded that there is positive effect of social media among students. Students can utilize social media for educational purpose i.e. in teaching and learning process and as well as for entertainment purpose. As internet is compared to encyclopedia that students can get access to anything whatever they want regarding their educational needs. Students can get various study materials through the internet easily these days. Being in 1 corner of room they can visit the whole world through the use of internet. So every student should be encouraged to go through various social media in order to get lots of ideas, skills and knowledge.

Nursing administration:

Nursing administrators are the key persons to plan organize and conduct in service education program to nursing personnel. Nursing administration can utilize social media in various ways like for keeping records, for planning of various activities, to carry out various programs, etc. It can be effective for communicating and to improve the organization levels.

Nursing research:

Social media can be helpful to carry out research projects. With the help of social media we can collect ideas through previous published articles. It helps in collection of knowledge regarding research. We can gather information through various sites and even we can conduct online research among large group of people.

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