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A study to assess the impact of social networking sites on the behavior among college going boys

Villy Abhishek Deep

Assistant Lecturer, Renaissance University, School of Nursing, Indore, Madhya Pradesh, India

Corresponding Author: Villy Abhishek Deep

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Abstract

This research, conducted at Renaissance University, Indore, delves into the profound impact of social networking sites on the behavior of college-going boys in Indore. The study, employing a survey method based on Likert scales and a self-structured questionnaire, gathered data from 60 respondents aged 16-22 years using non-probability purposive random sampling. The findings reveal a compelling narrative: social networking sites exert a significant and largely adverse influence on the behavior of college-bound young adults, shedding light on the complex interplay between the positive and negative aspects of social media in contemporary society.

Keywords: Impact, social networking sites, positive-negative signs

Introduction

College students throughout the world are using social networking sites at an exponentially increasing rate since the last decade. Evidently, these young people now spend a lot of time on social networking sites. In comparison to any other demographic, students now play significant roles in social media. Most students use social media without pausing to consider its potential beneficial or negative impacts on their life. There are many advantages to using websites, but there are also many risks involved.

Need of the study

A rapidly growing platform called social media has altered how people connect and communicate. Most students are interested in these networking sites because they are user-friendly and entertaining. It is crucial to talk about how social media affects student's health. Social media may be a useful tool for interaction, learning, communication, and entertainment if used properly. However, if used incorrectly or excessively, it can result in cyberbullying, anxiety, and health issues. Therefore, students need to be familiar with the warning signs that affect their health both in physically and psychologically before using it.

Objectives of the study

1. To assess the impact of social networking sites on the behavior among college going boys.
2. To determine the association between impact of social networking sites on the behavior among college going boys with their selected demographic variables

Hypothesis

1. **H₁:** There will be significant impact of social networking sites on behavior of college going boys.
2. **H₂:** There will be a significant association between the impacts of social networking with their selected demographic variables of college going boys.

Literature review

N. R. Ramesh Masthi, S Pruthvi, and M. S. Phaneendra (2018) ^[1] in their study entitled, "A Comparative Study on Social Media Usage and Health Status among Students Studying in Pre-University Colleges of Urban Bengaluru", The authors assess and compare the prevalence of social media addiction between Government and Private Pre-University (PU) college study subjects, to assess the health problems related to social media usage among the study subjects, and to assess the various factors associated with social media addiction. The cross-sectional study was conducted in Government and Private PU colleges situated in a selected ward of urban Bengaluru city through multistage sampling. A total of 1870 study subjects were recruited. A scale was developed to assess social media addiction. The prevalence of social media addiction was 36.9% among users, distributed equally among private and Government PUs. The most common health problem identified was strain on eyes (38.4%), anger (25.5%), and sleep disturbance (26.1%). Being a male, the habit of smoking, alcohol, and tobacco, consumption of junk food, having ringxiety and selfitis were found to be significant risk factors for social media addiction. Social media addiction was found in over one-thirds of subjects and

majority had mild addiction.

Methods

In this research study titled "A Study to Assess the Impact of Social Networking Sites on the Behavior Among College-Going Boys," a sample of 60 college-going boys aged 16-22 at Renaissance University was selected using a non-probability sampling technique. Data collection was carried out through the administration of a self-structured questionnaire based on the Likert method, containing both positive and negative questions. The data obtained were then analyzed using descriptive and inferential statistical methods to evaluate the impact of social networking sites on the behavior of the participants.

Results

The data collected was analyzed using descriptive and inferential statistics (Ordinal data, Interval data). Interpretation and discussion were done based on the objectives of the study, hypotheses, conceptual framework and research studies from literature review.

1. The findings of the study indicated that out of 60 samples 36.67% belonged to the age group 16-18 years, and 63.33% were in the age group 19-22 years.
2. Among all the participants 15% of the samples were pursuing Certificate or diploma, and 85% of the samples were pursuing Undergraduate Degree.
3. The findings indicated that 53.33% had their family income Less than 60,000/Annum, 30.00% had their family income between 60,000-1, 00,000/ Annum, 10.00% had their family income between 1, 00,000- 2, 00,000/Annum, and 6.67% had their family income above 2, 00, 000.
4. Among all the participants 3.33% use social networking sites Less than 1 hour, 86.67% use social networking sites 1 hour- 5 hours, and 10.00% use social networking sites 5 hours- 10 hours.
5. It is apparent that maximum students 8.33% use SNS's for Net Surfing, 1.67% use SNS's for Reading, 31.67% use SNS's for Gaming, 23.33% use SNS's for Outdoor plays, and
6. 35.00% use SNS's for other activities.
7. The comparison tables showed that the Mean.SD of Positive sign are 57.82 ± 5.88 2 was apparently higher than the Mean.SD of Negative sign 26.13 ± 4.14 2. And the Median IQR of positive signs 59.00 (54.75 - 62.00) is higher than the Median IQR of Negative signs 25.00 (23.75 - 28.00). The computed 't' value 34.12 at the level of p_value <0.001, shows that extremely significant difference between Positive and Negative signs. This indicated that the session conducted for assessing the impact of social networking sites among college going boys, had displayed more positive influential signs on their behavior.
8. Since the p values from the statistical tests were higher than the significant value (0.05), Age, Educational qualification, Family income, Usage of social networking or hobbies does not have any significant association with Negative scores.
9. The finding indicates Age, Family income, Usage of social networking or hobbies does not have any

significant association with positive scores. However, Educational qualification is significantly associated with positive scores.

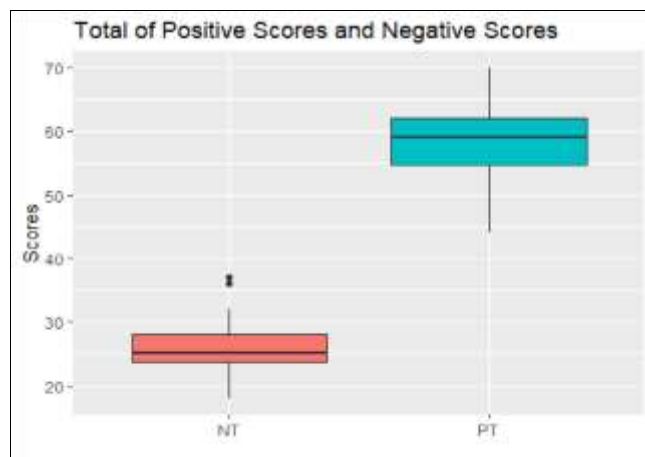


Fig 1: Total of positive scores and negative scores

Interpretations

The findings clearly indicate that there is a predominant positive influence stemming from social networking sites. This positive impact appears to be highly influential compared to the less pronounced negative effects. This suggests that, for college-going boys in this age group, social networking sites tend to have more detrimental consequences than beneficial ones.

The primary focus of this study, led by the investigator, revolved around dissecting these positive and negative signs. The objective was to gain a deeper understanding of how social networking sites affect the behavior of young men aged 16-22. By identifying and categorizing common signs, the research aimed to shed light on the dichotomy of their effects, ultimately differentiating between the advantageous and deleterious outcomes of social networking site usage.

Conclusion

In conclusion, this research at Renaissance University offers valuable insights into the impact of social networking sites on college-going boys in the 16-22 age group, emphasizing the predominance of positive effects and emphasizing the significance of discerning the subtle nuances between positive and negative outcomes in the context of online social interactions.

Conflict of Interest

Not available

Financial Support

Not available

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How to Cite This Article

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