
Effect of Social Media on Student Behaviour in District Anantnag

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ABSTRACT

Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video and information in general increasingly fluid among inter users. Social media has relevance not only for regular users, but business as well. Social Media as good thing or a bad thing? That is the most frequently asked question today. Well, there are always two sides of everything; it depends on our perspective on how we perceive it. The same goes for social media, most people admire it as a revolutionary invention and some see a negative impact on the society With Social networking we are able to communicate our thoughts and perceptions over different topics with a large number of audiences, and raise our voice.

Keywords: *Social Media, Effect, Behavior, Distress, Mood Change*

Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video and information in general increasingly fluid among inter users. Social media has relevance not only for regular users, but business as well.

Platform like Twitter, Facebook and Linked In have created online communities where people can share as much as or as little. Personal information as they desire with other members. The result is an enormous amount of information that can be easily searched, promoted, disputed and created.

Applications that have developed within around these platforms, websites and tools are endless in number and functionality, but all make online. Sharing and searching easier in some fashion, regardless of their niche. As nearly every type of business has an association in the non-digital world, so too does the internal an endless number of niche social communities where members

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can gather around a common topic. Topics both general and specific now have living homes on the internet; anything from colon and digestive health to security and compliance can and have active social media communities.

The key question now being addressed by an ever-growing number of social media Experts is how to best utilize the unlimited amount of information available from social media sites for business advertising, social good and who know what else. One thing is for creation, personal data from social media usage will continue to tracked and logged for the benefit of any business willing to pay for it, and any company does not invest in social media now will be playing catch-up in near future.

Social Media – A Good thing or a bad thing?

Social Media as good thing or a bad thing? That is the most frequently asked question today. Well, there are always two sides of everything; it depends on our perspective on how we perceive it. The same goes for social media, most people admire it as a revolutionary invention and some see a negative impact on the society.

We have compiled some of positive and negative opinions people express for social networks.

Positive Effects: Social media started as a place to connect with your friends in easy and convenient way. Truly speaking, many of you might have found your old pals from school or college who were out of touch due to one reason or other, well, I would say I have and I thank social networks for this. Social networks has provided us opportunity to connect with people and build better relationship with friends with whom we are unable to meet personally, and let them know about our life.

Reducing communication barriers

With Social networking we are able to communicate our thoughts and perceptions over different topics with a large number of audiences, and raise our voice. The sharing feature available on the social networks makes our opinion about any topic reach huge number of people (even those who are not our friend list) we have the option to make groups with people who are like minded and share the related news with them and ask for news their opinion or input about the topic. Simply there are a number of options available for us to communicate with others on their social networks. Social networks have become a crucial part of many of us. We don't even notice this but as soon as we open our desktops, laptops to access the web.

Negative Effects: Leads to addiction – Many studies have shown that the extensive use of social media can actually cause addiction to the users. Throughout their day, they feel to past something on their pages or check others pasts as it has become an important part of our life.

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The popularity of social networking sites increased rapidly in the last decade. This is probably due to the reason that college and university students as well as teens used it extensively to global access. These social networking sites such as twitter and Facebook have become a ranging craze for everyone nowadays. The negative effects of these social networking sites overweigh the positive ones. These sites have caused some potential harm to society. The students become victims of social networking sites more often than anyone else. This is because of the reason that when they are studying or searching their course material online, they get attracted to these sites to kill the boredom in their study time, diverting their attention from their work.

REVIEW OF LITERATURE

Review of Literature is a summary of the writing of recognized authorities of previous research. It familiarizes a researcher with what is already known and what is still unknown and interest in particular field.

A number of research studies have been undertaken throughout the colleges and senior secondary schools to examine the effect of social media on students' behavior. Most of teens use online network to extent the friendships they already have from the other areas of their life such as school, religious, organizations, sports and other local activities.

Mitchell et.al (2002) Conducted research on adolescents online relationship chosen and tried to describe how many and the types of relationship formed by online by teens. They used a nationwide sample of 1501 youth and conducted telephone interviews with the teens after receiving parental consent – participants were asked about their internet safety internet safety casual online friendships, close online friendships.

Arousal theory is also referred to as excitation – transfer theory, and was first proposed by Dolf Zillman (Bryant, Roskos – Ewoldsen, and – cantor, 2003) The theory is based on a number of assumptions about emotional responding e.g. emotions such as anger, fear and sexual arousal, such as a elevated heart rate and blood pressure. Applying this theory to media effects suggests that the arousal induced by media violence could linger and make people who are angered feel their anger more intensely as well potentially make them.

Gursoy & Mcclary (2004) Social networking sites (SNSS) have proliferated rapidly years and continue to grow in popularity. In many sectors, college students are considered a major market. This study argues that social networking services play a pivotal role in a college student trip.

The online survey was provided to college students in the Midwest United States. The total valid sample size was 156 individuals. 58.4% (n=87) of the respondents were male and 41.6% (n=62) were female. Hierarchical regression analysis was employed to test the hypothesis. The results

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indicate that social life documenting and community forum participation are the key factors affecting behaviours to use SNS for travel related information seeking.

Govmi and Pashley (2005) Found that more than 80% of participants knew about the privacy settings, yet only 40% actually made use of them. More than 60% of the users profiles contained specific personal information such as date of birth, hometown, interests relationship status and a picture.

The study of **Jones and Soltren (2005)** showed that 74% of the users were aware of the privacy options in Facebook, yet only 62% actually used them. At the same time, users willingly post large amount of personal information. Jones and Soltren found that over 70% of posted demographic data, such as age, gender, location and their interests and services. 89% admitted that they had never read the privacy policy and 91% were not familiar with the terms of service. This neglect to understand Facebook's privacy and terms of service is widespread.

Significance of Study

1. This study will help us to understand the effect of social media (positively or negatively) on the male and female students.
2. This study will be significant in the sense that relationship between social media and student behavior will be possible.
3. The overarching aim will be to identify different factors and aspects which affect the student behavior through social media.
4. Moreover, we will be able to find out social sites that help relieve stress, escape from feelings of depression, sadness or loneliness.
5. Finally we will be able to find out whether social media is playing an important role in predicting different aspects of student interaction.

Statement of Problem

To study the effect of social media on student's behavior a lot of people claim there is no observable impact of social media on adolescents, yet parents and teachers have shown much concern about the effect of social media on youngsters. This is already certain evidence that facebook is related to the self-esteem of an individual (Gonzales et.al, 2011) social media has the potentials to generate both positive and negative effects. Depression is a significant risk factor for highly prevalent in CARDIOVASCULAR DISORDERS, and has a substantial impact on suicide incidence. Also, this disorder is one of the main causes for the inability to work and thus affects the economic situations of individual, his family as well as a society in general. The time spends viewing facebook, whatsapp, MySpace, wide chat etc. Frequently limits the time for vital activities like playing, reading, spending time with family and friends, developing other necessary physical, mental and social skills.

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Research Questions

The following are the research questions,

1. To what extent do you think social networking sites are affecting your studies?
2. Do you think using a social site helps relieve stress?
3. Have you used social networking to escape from feelings of depression, sadness or loneliness?
4. Have your privacy ever been infringed on social networking sites?
5. Do you face aggression behavior due to social networking?
6. Have your exam performance been affecting by excessive use of social media?

Research Hypothesis

The following null hypothesis table at $X=0.5\%$ level was formulated to guide this study,

1. There exist no actual relationship between social networking sites and student behavior.
2. There exists no real difference between social sites and abatement of stress.
3. There exist insignificant can't relationship between social sites usage and escape from the feelings of depression, sadness or loneliness.
4. There exist no real difference between usage of social sites and your privacy ever been infringed on social networking websites.
5. There exists no actual difference between social networking and aggressive behavior among teens.
6. There exist no significant difference between exam performance and social media usage.

METHODOLOGY

Area of Study

We selected students of senior secondary school in coaching centers. The survey was carried out in the three coaching centers instead of schools as schools were off in during winters due to winter vacation. We completed our survey by interviewing the students through coaching centers. These coaching centers were present in the heart of district Anantnag. The students which were registered in these three coaching centers belong to both rural and urban area, including both male and female students.

Population of the Study

A total of 99 students including 33 each from three coaching centers viz. Usmania, BCI and Unique were selected for the sake of present investigation.

Survey Type and Questionnaire Design

The design used in this study is a descriptive survey. Initially we started purposive sampling by selecting three coaching centers and we resorted to simple random sampling techniques to select the subjects. The goal of research was to investigate the effect of social media on adolescent's behavior among secondary school students in District Anantnag.

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Self – questionnaire was designed which were both open and closed type. Questionnaire composed of varied types of questions, especially those which were of great concern to teenagers. The questionnaire was designed after reviving different literature which consists of 22 questions. The questionnaire used in investigation was administrative type and consisted both open and closed type questions. The purpose of using both open and closed type questions was to address to varied types of issues related to social networking and to get maximum feedback from the subjects.

RESULTS AND DISCUSSIONS

The empirical data show that more male students possessed social networking accounts (80.7%) as compared to females (59%). The main reason for more networking accounts in males could be due to liberty they possess in traditional society. Females have also to do other things at home and as such they do not have spent time for accessing social websites. Varied types of relationships have been investigated the social networking. Mitchel et.al (2002) conducted research on adolescents online relationship closeness and tried to describe how many and the types of relationships formed online by teens they used a nationwide sample of 1501 youth and conducted telephone interviews with the teens after receiving parental consent. Participants were asked about their internet safety, casual online friendships, close online friendships, romantic relationships, online and meeting someone online then meeting them in person. After frequencies were run on the variables, data displayed that 55% of youth surveyed had used some form of internet communication past year to interact with someone they had not met in person. 25% described casual friendships. 14% said that they were or had been involved in a close internet friendship. 7% of youth's interview had actually gone to meet someone they met online and 2% admitted to a romantic relationship online. This research suggests that friendship formed online is more often shallow, casual and short-lived.

Allen et. Al. (2010) conducted longitudinal study previously examined in this review. These researchers also explored internet communication and the adjustment of youth adults. Their data displays a positive relationship between pre-adolescents with positive friendships and youth adults number of friends and support received from friends on their profile. Pre-teens who exhibit negative friendships were less likely to connect with friends on their web pages. This research suggests continuity between face to face relationships and how people behave online. In a well known cartoon for the New Yorker, a dog in front of a computer says to canine companion on the internet nobody knows you're a dog. On the basis of the current findings, however, it is perhaps more accurate to say on the internet, you behave like a dog that you are. (Allen et.al 2010)

There is already certain the possession of more social account in males can be due to self-esteem evidence that facebook are related to the self esteem of an individual (Gonzale et al, 2011). According to the study in question, attention to one's profile (Vs. Others profile) Profile editing

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and other activities might have a positive effect of self esteem (Gonzales et al. 2011). However, the others state that these results would be contradictory to the accepted objective self awareness (OSA) theory that implies that exposure to stimuli such as mirror, photo and autobiographical data could lead to increased lower self esteem as a result of increased awareness of one-self's internal and social standards (Gonzales et al. 2011), Duval et al. 1972, Lokes et al. 1973. Heine et al 2008. It goes without saying that changes in self esteem of an individual would have an impact on eventual signs and symptoms of depression.

Another important factor that we have to consider is the impact of screen viewing on obesity. According to some authors, there is a reciprocal link between depression and obesity. There is enough evidence to assume that, among adolescents, physical activity is inversely associated with depression (Hong et al 2009). This could be of the possible explanations for the relationship we found in our study. High level of online social networking would lead to less time for outdoor physical activities. In a recent study, it was reported that physical activities and screen viewing are associated with clinical depression risk in older female population (Lucas et al 2011). Although these results were obtained from older women population (who are relatively in active in terms of social networking), nevertheless, they may be comparable with the findings of our study.

One of the main limitations of our study was a relatively small sample. Although it was large enough for valid statistical analysis and representative enough for the conclusion about the study population in question, still it would be interesting to see the results of a similar investigation designed to reflect the adolescents' population of the entire country, or even region. Also, we should always have in mind the fact that simple correlation cannot be considered as a proof of causality. In order to test the causal relationship between the two variables, many possible confounding factors have to be investigated. In our study, a number of television viewing and body mass index have been taken into account. However, it might be of scientific importance for future study to also consider additional factors such as physical activity and social economic status.

SUMMARY AND CONCLUSION

The present study entitled "*The Effect of Social Media on Student Behavior*" was carried out on 99 students. The sample has been taken in District Anantnag Kashmir.

The crux of the present investigation is summarized as below,

1. The results from the present study show that social networking significantly ($P < 0.05$) affects the studies both in males and females.
2. There exists significant relationship between social sites usage escape from the feelings of depression, sadness or loneliness.
3. There exist no real difference between usage of social sites and your privacy ever been infringed on social networking websites.

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4. There exist no actual difference between social networking and aggressive behavior among teens.
5. There exist no significant difference between exam performance and social media usage.
6. There exist no actual relationships between social networking sites and students behavior.
7. There exist no real difference between social sites and abatement of stress.

Finally, it is concluded that social networking mixed affect on the student behavior as some aspects showed significant relationship and others showed negative relationship. Our research indicated that most students would prefer to use social media and spend many hours checking social media sites. It is pertinent to mention that it was short term investigation in which we analyzed small sample size and as such we can't come to major conclusion at this stage.

Suggestions

1. We strongly suggest more studies on this interesting aspect so that it is clear the level of impact of social networking/sites on the student behavior.
2. Number of schools should be increased in future studies and sample size should be greater so that statistical treatment is possible.
3. It is important that study should be taken in 2 – 3 districts at a time with the involvement of both private and government institutions.

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Conflict of Interests

The author declared no conflict of interests.

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