Impact of Social Media on Students: A Case Study of Himachal Pradesh University, Shimla

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ABSTRACT

Utilization of internet is increasing day by day and India has a substantial web commercial center. Increased use of internet has also paved a wave towards using social networking sites. Each part of society is getting influenced by it, particularly; it has changed the mentality of the youth. The present paper has made an emphasis on finding out the impact and awareness regarding social networking sites on students of Himachal Pradesh University. A self-administered questionnaire is used to collect data from 100 randomly selected students. Chi-square technique has been used to analyse the data. The study reveals that the students have shown a positive attitude towards social networking sites as these SNS helps in building their career and personal and professional relationships. On the other hand, it accompanies digital wrongdoings, harassing, and danger of abuse of individual data and infrequently hampers get-together.

Keywords: HPU, Internet, SNS, Student.

I. INTRODUCTION

Today's world is a global village and everyone is connected to one another in this vast network generated by the Internet. In the past, the communicating and free sharing of thoughts among people were restricted by long distance, nationality and/or religion. But now, even these barriers cannot stop the flow of information and knowledge. The new world of social networking allows free sharing of thoughts. Humans are social animals and always like to remain in groups. This is the main reason millions of people use social networking to stay connected, make friends and satisfy their social needs.[1] Social Networking Sites have been defined as "web-based services that allow individuals to 1) construct a public or semi-public profile within a bounded system, 2) articulate a list of other users with whom they share a connection, and 3) view and traverse their list of connections and those made by others within the system."[2] These social networking sites include Facebook, twitter, instagram, linkedin etc. and statistics of 2017 shows that daily social media usage of global internet users amounted to 135 minutes per day as compared to 126 daily minutes in 2016.[3] thus, social networking sites helped in building a network of communication with one another. These social networking sites allow a user to create personal and professional profiles and some of these sites can be partially or completely fake. One user can add another user as a friend and can share or send private and public updates and messages. The modern and advanced forms of Computer-Mediated Communication (CMC) are the social networking. This form of communication is based on instant messaging or email that is a substitute for physical interaction to maintain the communication process faster and easy.[4]

II. REVIEW OF LITERATURE

Reshma (2014)[5] in her paper, "Impact of social networking sites on youth: a case study of MDU Rohtak" made a focus on to find out the answer whether social networking sites are boon or bane for society. The paper concluded that SNS helps in providing information, a strong communication with dear ones and employment opportunity but on the other hand, it comes with many cyber crimes.

Khurana, N. (2015)[6] in his study entitled, "the impact of social media on the youth" has made the focus on to find out the usage, effects as well as pros and cons of using SNS on students. Further, the study revealed that majority of students are using Facebook, My Space, Twitter, Skype and Ning and all these SNS have their own merits and demits which have the greater impact on youth. It has been found that youth is becoming insensitive and do not bother as where they are.

Amin, Z. et.al. (2016)[7] the main focus of the study is to know the effect of growing use of social media sites on the academic performance of the students of universities and colleges. The results of the study show that effect of social

media is positive and SNS like Facebook, Twitter, Google+, helped students in their learning process and positively affecting their academic performance.

Parabhoi, L. & Singh, R. (2017)[8] made a study on, "Perception and use of Social Networking Site Facebook among the Students of Himachal Pradesh University, Shimla: An Exploratory Study" the main focus of this paper is to study the impact and use of social networking site (SNS) Facebook among the students of Himachal Pradesh University (HPU). The major finding of the study is that use of facebook is not a waste of time but low internet speed is the major hurdle in accessing the facebook.

Therefore, after going through the literature, it helped in finding out that there are few studies are conducted on SNS in Himachal Pradesh. Therefore, the current study helped in identifying the impact of social networking sites on students of HPU.

OBJECTIVE OF THE STUDY
1) To study the awareness regarding Social Networking Sites
2) To study the impact of Social Networking Sites on students.

HYPOTHESES
H_1: Social networking sites have no significant impact on students.

III. METHODOLOGY

To carry out research work, the area of study is confined to Himachal Pradesh University, Shimla. To accomplish the objective of the study primary data is collected through questionnaire method from the students of Himachal Pradesh University. A random sample of 100 students has been taken to acquire the relevant information. For testing the hypotheses, Chi-square test has been used.

IV. ANALYSIS AND INTERPRETATION

Table-1: Classification of the Respondents on the Basis of Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	44	44.0	44.0	44.0
Female	56	56.0	56.0	100.0
Total	100	100.0	100.0	

Sources: Primary data
From the above Table 1, it is clear that majority of the respondents (56%) are female and more than two fifth (44%) are male.

Table-2: Classification of the Respondents on the Basis of Age

Age (Years)	Frequency	Percent	Valid Percent	Cumulative Percent
20-25	54	54.0	10.0	54.0
25-30	36	36.0	36.0	46.0
30-35	10	10.0	54.0	100.0
Total	100	100.0	100.0	

Sources: Primary data
The table 2 shows that more than half of the respondents (54%) are from the age group of 20-25 years, 36 percent of the respondents are between 25-30 years and only 10% of the respondents are belong to 30-35 years age group.

Table-3: Classification of the Respondents on the Basis of Educational Qualification

Educational Qualification	Frequency	Percentage	Valid Percent	Cumulative Percent
Under Graduate	17	17.0	17.0	17.0
Post Graduate	32	32.0	32.0	49.0
M.Phil	20	20.0	20.0	69.0
Ph.D	31	31.0	31.0	100.0

Total	100	100.0	100.0	

Sources: Primary data

It is revealed from the table 3 that 32 percent of the respondents are postgraduate, 31 percent of the respondents are Ph.D., and 20 percent and 17 percent of the respondents are M.Phil and undergraduate.

Table -4: Uses of Internet for Social Networking Sites

Variables	Frequency	Percent	Valid Percent	Cumulative Percent
yes	100	100.0	100.0	100.0

Sources: Primary data

From the table 4, it has been found that all the respondents are using internet for social networking sites.

Table-5: Opinion of Respondents Regarding Uses of Social Network Sites

Social networking Sites	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	28	28.0	28.0	28.0
Twitter	8	8.0	8.0	36.0
Instagram	17	17.0	17.0	53.0
YouTube	21	21.0	21.0	74.0
Whatsapp	24	24.0	24.0	98.0
Any other	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Sources: Primary data

Table 5 depicts that more than one-fifth of the respondents are using the Facebook most followed by Whatsapp and YouTube whereas, there are very few users of Twitter.

Table 6: Opinion of Respondents Regarding Daily Time Spending on Social Networking Sites

Time	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 hour	18	18.0	18.0	18.0
1-3hour	62	62.0	62.0	80.0
More than 3 hour	20	20.0	20.0	100.0
Total	100	100.0	100.0	

Sources: Primary data

It has been disclosed by the Table 6 that majority of the respondents are using social networking sites for one to three hour on daily basis.

Table 7: Opinion of Respondents about to Services Derived from Social Networking Sites

Services derived from SNS	Frequency	Percent	Valid Percent	Cumulative Percent
To find Information	29	29.0	29.0	29.0
To Play games	3	3.0	3.0	32.0
To make professional and business contacts	13	13.0	13.0	45.0
To keep in touch with family/friends	25	25.0	25.0	70.0
To Make new friends	5	5.0	5.0	75.0
To get a new opinion	6	6.0	6.0	81.0
To Share videos/picture/music	12	12.0	12.0	93.0
To share your Experience	7	7.0	7.0	100.0
Total	100	100.0	100.0	

Sources: Primary data

Table 7 manifests that 29 percent and 25 percent of the respondents are using SNS for finding information and to keep in touch with family/friends, followed by those respondents who are using SNS for making professional and business contacts and sharing video/picture. Whereas, remaining respondents using SNS for playing games, share experience and making new friends.

Table 8: Victim of Cyber Crimes

Variables	Frequency	Percent	Valid Percent	Cumulative Percent
Hacking	7	7.0	7.0	7.0
photo misuse	24	24.0	24.0	31.0
Fake profile	18	18.0	18.0	49.0
None	51	51.0	51.0	100.0
Total	100	100.0	100.0	

Sources: Primary data

Table 8 revealed that majority of the respondents has not faced any of the cyber crimes, while 24 percent of the respondents have faced the problems of photographs misused. On the other hand, 7 percent of the respondents have faced the problem of hacking.

Table 9: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
.947	.957	7

Table 9 shows the result of reliability statistics. Value of Cronbach's Alpha based on standardised items has been obtained .957 which shows the reliability of the scale.

Table 10: Descriptive Statistical Analysis for Social Networking Sites Impacting Students

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean	S.D.	Skewness	Kurtosis	Chi-Square	P value
SNS helps in building personal and professional relationship.	2	62	22	10	4	100	3.48	.858	-1.305	1.168	122.400	.000
SNS helps in making strong contact than in a person.	5	9	48	28	10	100	2.71	.946	.250	.330	64.700	.000
SNS hampers me on occasion of social gathering.	12	52	25	8	3	100	3.62	.908	-.821	.777	77.300	.000
SNS helped me for learning in college/university.	20	52	10	7	11	100	3.63	1.203	-1.059	.229	68.700	.000
SNS is a good communication tool.	42	18	14	10	16	100	3.60	1.504	-.632	-1.080	32.000	.000
Privacy policies are effective in SNS	5	6	25	47	17	100	2.35	.999	.859	.711	59.200	.000
SNS adversely affects my work schedule or professional life.	4	20	50	15	11	100	2.91	.975	-.283	.004	63.100	.000

It is revealed from the Table 10 that mean score for SNS helps in building personal and professional relationship has been worked out 3.48 which is higher than the level of the moderate extent at 5 points Likert scale. The calculated value of standard deviation (.858) shows a little variation in the responses which is towards the higher side of the mean score as is being depicted by the negative skewness (-1.168). The positive value of kurtosis (1.168) also supports the above analysis. On applying chi-square test, its value has been found significant at 1 percent level of significance which further supports the inclination of majority responses around one point.

Further, the mean score for SNS helps in making strong contact than in a person has been encountered 2.71 which are at the level of moderate extent. The calculated value of standard deviation (.946) and positive value of skewness (.250)

signifies the lower side of the mean score. The positive value of kurtosis (.330) shows that distribution is leptokurtic and results have been supported by the value of chi-square which is significant at 1 percent of the level of significance. In case of SNS hampers me on occasion of social gathering, 3.62 mean scores have been found with (.908) standard deviation which is higher than the level of moderate extent. The negative value of skewness (-.821) shows that responses are inclined towards the higher side of the mean and negative value of kurtosis supports the analysis. On applying chi-square test, value has been found significant at 1 percent level of significance which further supports the results.

Further, in case of SNS helped me for learning in college/university, mean score has been found 3.63 which is higher than the level of moderate extent and supported by the standard deviation (1.203). The negative value of skewness (-1.059) and positive value of kurtosis (.229) confirms that value lies on the highest side of the mean. On applying chi-square test it has been found significant at 1 percent level of significance which supports the result.

AS far as mean score, SNS is a good communication tool has been found 3.60 which is higher than the level of moderate extent. The calculated value of standard deviation is 1.504 shows the variances towards the moderate side of the mean. The calculated value of skewness (-.632) and kurtosis (-1.080) supports the above analysis. Further, results have been supported by the value of chi-square which has been found significant at one percent level of significance.

On the other hand, the mean score for privacy policies are effective in SNS has been found 2.35 and the calculated value of standard deviation is .999 shows the variances towards the moderate side of the mean. The calculated value of skewness (-.632) and kurtosis (-1.080) supports the above analysis. Further, results have been supported by the value of chi-square which has been found significant at one percent level of significance.

Further, in case of SNS adversely affects my work schedule or professional life, mean score has been found 2.91, which is higher than the level of disagreeing and supported by the standard deviation (.975). The negative value of skewness (-.283) and positive value of kurtosis (.004) confirms that value lies on the highest side of the mean. On applying chi-square test it has been found significant at 1 percent level of significance which supports the result.

Therefore, the significant value of chi-square signifies that a null hypothesis has been rejected which confirm that SNS has a significant impact on students.

CONCLUSION

Social networking sites are attaining popularity day by day as a result of technology and youth is that part of society who is always keen on adopting new things. Therefore, the present paper is based on the students of Himachal Pradesh University and the basic purpose of conducting this study is to find out the impact of SNS on students. It is concluded from the study that all the students are using SNS and spent almost 1-3 hours daily on SNS. Further, it has been found that facebook, whatsapp, and youtube are the most commonly used SNS by the students. These sites help the students in getting information, sharing their experiences and most importantly helped in keeping in touch with family, friends, and communities. SNS has been found as a good communication tool which helps in making good personal and professional relations and also helps in learning. Regardless of advantages it also has a negative side as these sites distract students from their work\study, hamper social gathering as they do not bother who is around them. In spite of good connectivity, strong relations cannot be made on these sites. On the other hand, SNS also aware students about the social issues where they can share their views, experience but on the other side privacy issues are also a great hurdle in trusting SNS.

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