

STUDY OF SOCIAL NETWORKING PRACTICES AMONG COLLEGE STUDENTS

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ABSTRACT

A rising number of people are incorporating in social networking sites like Facebook, Instagram, YouTube, and Whats App into their daily lives. People of all ages are drawn to social networking sites because of its features. 160 college students from both rural and urban areas make up the sample. For this study, a descriptive research approach was used. Mean, Median, SD, and T-test was used to examine the data. For data analysis, the researchers employed the social networking addiction scale created by Shahnawaz, Ganguli, and Zao (2013). The analysis revealed that there are no significant differences in social networking practices on study habits among various groups of college students.

KEYWORDS: Social Media, Social Networking, Students.

INTRODUCTION

Globally, social networking services have expanded dramatically and are used by diverse communities for a number of purposes. The phrase "social media" refers to a collection of websites and applications that let users rate and share noteworthy events in their community, such as Facebook, YouTube, LinkedIn, Twitter, WhatsApp, and others. Social media has been more and more popular since the beginning of the twenty-first century. Social media platforms provide opportunities for foreign language learning and increased involvement. Since the advent of social media, the world has become smaller. Users of social media platforms can communicate with others, share ideas, and voice their opinions on a variety of topics in a short amount of time. People from different cultural backgrounds can also discuss any topic and learn about other

countries. Young people and students use social media for a number of purposes, including learning, entertainment, and creativity. Social media has both beneficial and negative effects on the lives of young people. Social media is essential for providing students with access to employment and educational opportunities, claim (Ali,et al.2022).

SOCIAL NETWORKING

Social Networking Sites allow users to manage, build and represent their social networks online. Social Networking Sites are usually made up of other individuals; they might also include profiles of events, companies, even political parties. People use Social Networking Sites for countless activities. Among the most common uses are, connecting with existing networks, making and developing friendships or contacts, create an online presence for their users, viewing content, finding information, creating and customizing profiles and so on(Manjunatha S. 2013).

People from all over the world began using social networking sites to connect with friends and family to share and communicate through photos or text messages in the early stages of the social networking era. Since the development and rapid growth of internet speed, the usage of social networking sites has increased more towards generating and sharing media such as photos, GIFs, and videos. Social networking sites are the main platform on the internet for communication and exchange of information since the early 21st century. They can be broadly defined as internet-based social spaces designed to facilitate communication, collaboration, and content sharing across networks of contacts (Manjunatha S., 2013). Many social networking sites serve distinct purposes; for instance, SnapChat is primarily a teen social network, whereas LinkedIn is a professional social network. However, in the present situation, social media captures students' entire focus and attention and redirects them toward inappropriate, unethical, and non-educational activities. (Kuppuswamy and Narayan, 2010).

SIGNIFICANCE OF THE STUDY

Over the past ten years, social networking sites and media have become incredibly popular. Social Networking Sites (SNS) is being used religiously in daily life by people of all ages, socio-economic backgrounds, and occupations. There have been numerous studies on social networking practices conducted overseas, but the researcher only found a small number of studies conducted in India. No significant study of this kind had previously been done, particularly in the Moga district, to understand social networking practices among college students. As a result, the researcher finds plenty of room to investigate this field.

REVIEW OF THE RELATED LITERATURE

Kumar et al. (2024) examined a study on the impact of social media networking sites on undergraduate students' academic performance using Hindu College in Moradabad as a case study. Using a random sampling technique, 130 undergraduate students made up the sample. According to the report, 41.53 percentages of participants spend one to seven hours a day on social media platforms. Social media use is probably not going to improve respondents' academic performance in any way. In other words, students will record lower academic achievement the more they utilize social media. This suggests that adolescents who regularly use social networking sites end up performing poorly in school.

A study on social networking site (SNS) usage and its relationship to study habits among undergraduate college students in Kolkata was carried out by Ganguly and Dutta (2024). Eighty undergraduate honors college students in Kolkata who attend institutions connected to the University of Calcutta make up the study's sample. The study found a moderately negative link between the study habits of undergraduate college students in Kolkata and their use of social networking sites. One could argue that students' study habits decline as their use of social networking sites (SNS) increases.

An investigation into the effects of social media on college students was carried out by Sharma et al. in 2024. Forty-five students from Genius College of Nursing in Bhilwara,

Rajasthan, make up the sample. Instagram and WhatsApp are used by over 82 percent of respondents, while Facebook and Instagram are used by 69 and 67 percent of respondents, respectively, according to the report. According to the study's findings, social media can affect college students in both positive and bad ways.

Calunsaget al. (2023) investigated a study on effects of social media networking sites among students with their academic performance. The descriptive correlation method was used to select 120 respondents from seven university colleges. The study investigated that social media has grown in acceptance, value and usefulness among professionals and students. However, students who engage in heavy social media use but not related to their academics perform worse in class. The influences, benefits, and drawbacks of social media are highlighted to demonstrate the potential of social media in academics.

A study on the effect of social networking sites on students' academic achievement was carried out by Elizabeth M. Samuel in 2023. 309 children were gathered, and a questionnaire was used to gather the primary data. According to the study, social networking sites have an impact on students' academic achievement. The study also found that the majority of participants spend between thirty minutes and over three hours a day on social networking sites. There is a pressing need for parents, school administrators, and kids to receive therapy and information about the risks of social media addiction. These results can be utilized to suggest suitable strategies for students to balance and manage their time without compromising their academic achievement.

Swaminathan and Krishna Raj (2022) studied the impact of social media among students of adolescent age group on individual performance. The sample population consisted of male and female students in the age group of 14 – 19 from across different schools and colleges in and around Chennai during 2020. The study investigated that the direct and indirect impacts of (SM) input such as interactive and entertainment type of apps on the output like academic performance, social intelligence and health, through the mediating processes such as reaction and adoption to SM, are identified, studied and analyzed.

Sharma and Behl (2022) studied the effects of social media on students' academic performance, and gathered data from 514 students of various ages using a structured questionnaire. They discovered that extraversion and introversion differ significantly in two areas: "accelerating impact of SMS and social media opportunities and the students with extraversion personality are benefited most." In contrast, factors like "deteriorating impact of SMS and social media challenges are not significantly different for extraversion and introversion personalities. However, when these personalities were compared qualification-wise, compelling contradictory results were obtained.

David and warrior (2021) investigated a study on social media addiction among Indian young adults during covid-19. A survey was conducted on 204 young adults in India. The study found that the majority of the participants are eager to use social media and be informed about the content shared by their respective groups. Most participants also tend to spend more time on social media when they are alone. Students from a few Pakistani universities participated in a study by Abbas et al. (2019) on the influence of social media on learning behavior for sustainable education. The cluster sampling approach was used to gather a sample of 831 pupils. The results showed that social media use in Pakistan has more detrimental effects on students' conduct than beneficial ones.

OBJECTIVES OF THE STUDY

1. To find difference in the Social networking practices of rural and urban college students.
2. To find difference in the Social networking practices of male and female college students
3. To find difference in the Social networking practices of rural male and female college students
4. To find difference in the Social networking practices of urban male and female college students

HYPOTHESES OF THE STUDY

1. There is no significant difference in the Social networking practices of rural and urban college students.
2. There is no significant difference in the Social networking practices of male and female college students.
3. There is no significant difference in the Social networking practices of rural male and female college students
4. There is no significant difference in the Social networking practices of urban male and female college students.

SAMPLE

Sampling unit of research undertaken is the students of various colleges of District Moga. The sample size was delimited to 160(80 rural and 80 urban) students.

TOOL TO BE USED

Social networking addiction scale developed by Shahnawaz, Ganguli and Zao (2013)

METHOD

Descriptive survey method was used.

STATISTICAL TECHNIQUES USED:

Mean, Median, SD, SE_M and T-value was used.

ANALYSIS AND INTERPRETATION OF DATA

Hypothesis 1: There is no significant difference in the Social networking practices of rural and urban college students.

Table 1: Table showing the mean, S.D, S. Ed and t- value between rural and urban college students towards Social networking practices

| Group | N | MEAN | S.D. | S. Ed | t- value | Level of Significance |
|-------|----|--------|------|-------|----------|-----------------------------|
| Rural | 80 | 100.47 | 5.70 | 0.84 | 1.67 | Insignificant at 0.05 level |
| Urban | 80 | 101.88 | 4.94 | | | |

Table1.Shows mean scores of social networking practices of rural and urban college students are 100.47 and 101.88 respectively and their standard deviation as 5.70 and 4.94 respectively. Obtained t-value is 1.67 which is less than the table value at 0.05 level. Therefore, hypothesis 1 is accepted.

Hypothesis 2: There is no significant difference in the Social networking practices of male and female college students.

Table: 2: Table shows the mean, S.D, S.Ed and t- value between male and female college students towards Social networking practices.

| Group | N | MEAN | S.D. | S.Ed | t- value | Level of Significance |
|--------|----|--------|------|------|----------|-----------------------------|
| Male | 80 | 101.88 | 4.94 | 0.84 | 1.67 | insignificant at 0.05 level |
| Female | 80 | 100.47 | 5.70 | | | |

Table 2 shows mean scores of Social networking practices of male and female college students are 101.88 and 100.47 respectively and their standard deviation as 4.94 and 5.70 respectively. Obtained t-value is 1.67 which is less than the table value at. 0.05 level. Therefore, hypothesis 2 is accepted.

Hypothesis 3: There is no significant difference in the Social networking practices of rural male and female college students.

Table 3: Table shows the mean,S.D,S.Ed and t- value between rural male and female college students towards Social networking practices

| Group | N | MEAN | S.D. | S.Ed | t- value | Level of Significance |
|---------------------|----|--------|------|------|----------|-----------------------------|
| Rural Male | 40 | 101.35 | 6.23 | 1.26 | 1.37 | insignificant at 0.05 level |
| Urban Female | 40 | 99.6 | 5.04 | | | |

Table 3 shows mean scores of Social networking practices of rural male and female college students are 101.35 and 99.06 respectively and their standard deviation as 6.23 and 5.04 respectively. Obtained t-value is 1.26 which is less than the table value at 0.05 level. Therefore, hypothesis 3 is accepted.

Hypothesis 4: There is no significant difference in the Social networking practices urban male and female college students.

Table 4: Table shows the mean, S.D, S.Ed and t- value between urban male and female college students towards Social networking practices

| Group | N | MEAN | S.D. | S.Ed | t- value | Level of Significance |
|---------------------|----|--------|------|------|----------|-----------------------------|
| Urban Male | 40 | 102.6 | 4.77 | 1.09 | 1.29 | Insignificant at 0.05 level |
| Urban Female | 40 | 101.17 | 5.06 | | | |

Table 4 shows mean scores of Social networking practices of urban male and female college students are 102.6 and 101.17 respectively and their standard deviation as 4.77 and 5.06 respectively. Obtained t-value is 1.29 which is less than the table value at 0.05 level. Therefore, hypothesis 4 is accepted.

CONCLUSIONS

The analysis revealed that there are no significant differences in social networking practices on study habits among various groups of college students. This study provides relevant information about college students' social networking habits, showing remarkable uniformity across a range of demographic groups, such as male vs female and students from rural vs urban settings. The fact that all of the hypotheses were

accepted indicates that gender and geographic location have no impact on how students use SNS. The results indicate the need for more research and also highlighting the opportunities for further research.

EDUCATIONAL IMPLICATIONS

The research work is meaningful only if it is meaningful to society, if research is done in any area of society, it will absolutely have an importance for the society and it is so happen that research is not constructive to the society than it is no use. There ought to be an intention in the form of investigator to obtain some outcome and bring advantageous change in the humanity, it must be supportive and useful to the society, parents, teachers and students and whole of the public.

- Parents should provide more attention to their children to play outdoor games in their leisure time.
- Parents should need to motivate their children to read text books in their leisure time.
- School teachers should be developed more co-curricular activities in the school time table.
- Students can be participated in school activities such as art competitions and seminars by motivating and guiding their school teachers.
- There is urgent need for counseling and advice to youth regarding the dangers of addiction to SNS the school authorities and parents.

SUGGESTIONS FOR FUTHER RESEARCH

There are a few more variables quite important and relevant, which may be related to Social networking Practices. These variables are Depression, academic achievement, cyber crime, Mental Health etc. A similar study can be made for a larger population to get more generalized conclusion. A research can be conducted on pupils belonging to different school boards. The sample can be taken from different districts.

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