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Research article

A study to assess the impact of social networking sites among the students of selected nursing colleges of Navi Mumbai

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Abstract

Aim: 1. A study to assess the impact of social networking sites among the students of selected nursing colleges. 2. To assess the impact of social networking sites among nursing students. 3. To evaluate the positive and negative impact of social networking sites. 4. To find the association between impact of social networking sites with selected demographic variables, Bharti Vidyapeeth deemed University, College Of Nursing, Navi Mumbai. **Materials and Method:** The research design selected for the present study is exploratory study design. In the present study, samples are the nursing students from the age group of 18-24 years. The sample sizes of the study consist of 200 nursing students from selected setting. Randomized sampling technique was used for data collection. The tool consists of the following sections: Section A: It contains demographic profile of student such as age, sex, family income, type of family, residence and other recreational activities. Section B: It contains modified questionnaires of Internet Addiction Test. **Result:** Negative impact of social networking sites among students than positive. The impact of social networking sites was assessed with the help of Internet addiction scale. Frequency distribution of demographic data was calculated. Demographic data reveals that there is association between gender and family income with impacts of social networking sites. **Conclusion:** Although there is positive effect of social networking sites on youth, the negative impact of social media is more. Adolescent are at the age where they value their privacy the most, yet they treat the social networking sites like a personal diary. In addition the lack of development of face to face communication skills could be detrimental to their future success.

Key words: social networking sites, students, nursing colleges

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1. Introduction

Social media is most recent form of media and having many features and characteristics. It have many facilities on same channel like as communicating ,texting, images sharing, audio and video sharing , fast publishing, linking with all over world, direct connecting etc. It is also cheapest and method of fast access to the world [1].

Its use is increasing day by day with high rate in all over the world. Majority of youth is shifting speedily from electronic media like as television viewers and radio listeners to the social media among all age of group. Youth rate of shifting into social media is observed to very much and hence its influences are much on youth [2]. This craze of social media has led to a host of question regarding its impact on society, while it is agreed that the social media affects people's living styles and it is an ongoing process to identify the nature of these influence in every society and country especially on youth. In the last ten years, the online world has changed dramatically.

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During 2005, online social network sites like MySpace and Facebook became common destinations for young people in the United States. Throughout the country, young people were logging in, creating elaborate profiles, publicly articulating their relationships with other participants, and writing extensive comments back and forth [3]. 10 years ago, young people may have only been in touch with friends and peer-groups when hanging out at school, or meeting up in town. Now young people can be touch through instant messaging, social networks, online games and many other tools. Young people are growing up in a constantly connected society [4].

With the increase in complexities of contemporary time, social media has become an indispensable part of life as social websites and applications proliferate. Traditional online media include mostly social components, such as comment fields for users. In business especially social media is used to market products, promote brands, connect to current customers and foster new business. Media basically means the communication channels through which news, entertainment, education, data, or promotion messages are disseminated. It includes every broadcasting and narrow casting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.[5]

300 sampled youth fill the questionnaire, while non-random sampling techniques was applied to select sample units. Rate of return was remaining 97 percent after fill up the questionnaire. The main objectives were as (1) To analyze the influence of social media on youth social life (2) To assess the beneficial and preferred form of social media for youth (3) To evaluate the attitude of youth towards social media and measure the spending time on social media (4) To recommend some measure for proper use of social media in right direction to inform and educate the people. Collected data was analyzed in term of frequency, percentage, and mean score of statements. Findings show that the Majority of the respondents show the agreements with these influences of social media. Respondents opine Face book as their favorite social media form, and then the like Skype as second popular form of social media, the primary place for them, 46 percent responded connect social media in educational institution computer labs, mainstream responded as informative links share, respondents Face main problem during use of social media are unwanted messages, social media is beneficial for youth in the field of education, social media deteriorating social norms, social media is affecting negatively on study of youth[6]

Social media promotes unethical pictures, video clips and images among youth, anti-religious post and links create hatred among peoples of different communities, Negative use of social media is deteriorating the relationship among the countries, social media is playing a key role to create political awareness among youth.

Problem statement

A study to assess the impact of social networking sites among the students of selected Nursing colleges in Navi Mumbai

Aim and objectives

- To assess the impact of social networking sites among nursing students.
- To evaluate the positive and negative impact of social networking sites
- To find the association between impact of social networking sites with selected demographic variables.

Hypothesis

H0:- There is no significant relation between social networking sites and psychological or physiological health of the students.

H1:- There will be positive impacts of social networking sites on students.

H2:- There will be negative impacts of social networking sites on students.

2. Methods and materials

It is an overall plan for how to obtain answer to question being studied, how to handle some of the difficulties encountered clearing research process. The research design used for the present study is non experimental; descriptive design [7].

The study was conducted in selected nursing colleges of Navi Mumbai. A population is a complete set of persons or objects that possesses some common characteristics that is of interest to the researcher. The population of the study usually is described as being composed of two groups:

In this study target population consist of students of nursing colleges that meet the designed set of criteria of interest to the researcher. In this study accessible population consist of students of Terena nursing college and Bharati Vidyapeeth College of nursing. Sample size for the study was 200 samples from nursing college and Bharati Vidyapeeth College of nursing, Navi Mumbai. It is the process of selecting samples from the target population to represent entire population. In this study a Randomized sampling technique was used to select 200 samples [8].

The following criteria was set for selection of sample

Inclusion criteria

1. Students from 1st, 2nd, 3rd, 4th year of B.sc nursing.
2. Students who are present during study.
3. In the age group of 18-24 years.

Exclusion criteria

1. Students who are absent during the research study.
2. Students who are out of Navi Mumbai.

Section 1: It includes 5 items to assess the demographic data such as age, gender, family income, residence, and other recreational activities.

Section 2: It includes modified Internet Addiction Scale. It includes 20 questions to assess the impacts of social networking sites on students.

The investigators approached the concerned authority of the college and discuss the objectives of the study. A formal permission was taken from the college authorities. The samples were selected on the basis of sample selection criteria and written inform consent was obtained from the participants. The present study was aimed at the study to assess the impact of social networking sites among the students of selected nursing colleges in Navi Mumbai.

For the data collection structured questionnaire was prepared and used questionnaire is quick and generally in expensive means of obtaining data from a large number of respondent. The structured questionnaire was provided by investigation during data collection. The duration of data collection was 20-30 minutes from each respondent. The structured questionnaire consist two section one is sociodemographic data and second is modified Internet Addiction Scale [9].

Table no 01: Validity

SN	Teachers	Suggestion
1.	Ms. Arunima Sreelatha	<ul style="list-style-type: none"> • Change the organization of question pattern • Add more demographic data
2.	Mr. Dhanraj Babu	<ul style="list-style-type: none"> • Change the organization of objectives
3.	Mr. Pankaj	<ul style="list-style-type: none"> • Specific selection of impacts
4.	Mr. Divekar	<ul style="list-style-type: none"> • Add more demographic data

Ethical consideration

The topic is authorized by ethical committee of Bharati Vidyapeeth College of University, Navi Mumbai and committee made topic valid.

Pilot study

A pilot study is the small scale version of trail run of the major study. The function of the study is to obtain information for improving the project or for seeing the feasibility. Pilot study was conducted in Bharati Vidyapeeth College of nursing, Navi Mumbai on 16th February 2016. The sample size was 10.

The findings of the pilot study were analyzed and it was found that there was more negative impact of social networking sites among the nursing students than positive [10].

3. Result

Section I

To assess impact of social networking sites among students.

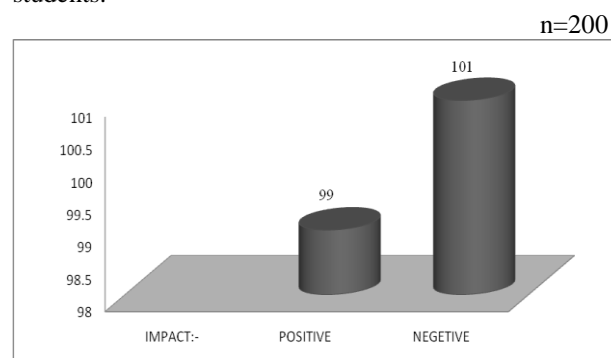


Figure no 1: Impact of social networking sites

Figure 1 states that 49% (99) students having positive impact of social networking sites and 51% (101) students have negative impact of social networking sites.

Section II

Table no 02: Association between the impact of social networking sites and demographic variables among student n=2

Demographic variables	Impacts		Totals	X ²	P value
	Positive	Negative			
A) Age					
16-18	9	10	19	1.9934	0.57 Non significant
18-20	70	68	138		
20-22	15	22	37		
22-24	4	2	6		
Total	98	102	200		
B) Gender					
Male	21	41	66	13.0258	0.0003 Significant
Female	79	55	134		
Total	100	100	200		

Demographic variables	Impacts		Totals	X ²	P value
	Positive	Negative			
E) Family Monthly Income					
Less than 10	14	10	24	8.382	0.038 Significant
10000-30000	51	38	89		
30000-60000	30	28	41		
More than 60	21	25	46		
Total	99	101	200		
C) Residence					
Hostel	10	18	28	6.3147	0.097 Non significant
With family	64	48	112		
Bachelors	16	21	37		
Local guardian	9	14	23		
Total	99	101	200		
E) Other activities					
Sports	27	37	64	4.3992	0.22 Non significant
TV	35	33	68		
Reading	20	11	31		
Others		17	37		
Total	102	98	200		

Section III

Analysis of data related to behavioral response of students regarding impact of social networking sites

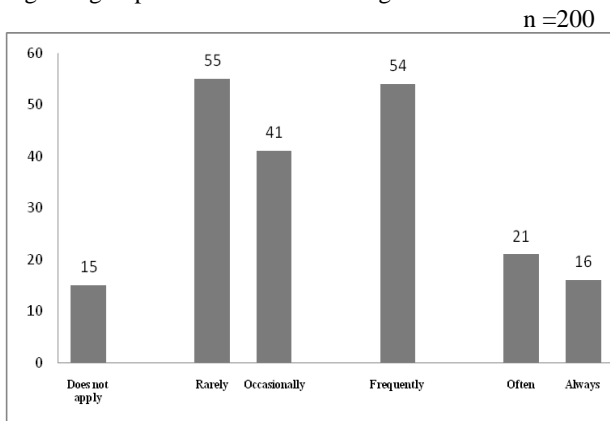


Figure no 4.2.1

Question No. 1

Figure 4.2.1 shows that behavior of the students responding to question no. 1 i.e. Does not apply- 8% (15), Rarely- 27% (55), Occasionally- 20% (41), Frequently- 27% (54), Often- 10% (21), Always- 8% (16).

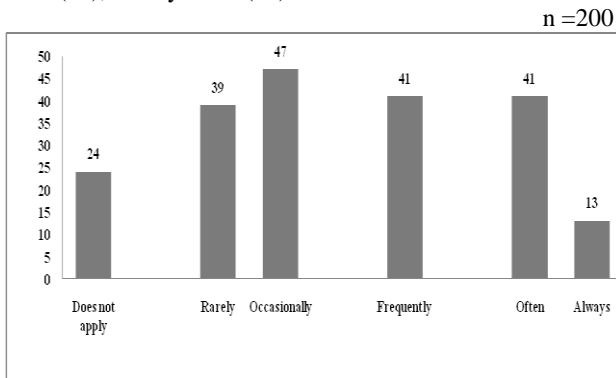


Figure no 4.2.2

Question No. 2

The figure indicates that behavior of the students responding to question no. 2 i.e. Does not apply- 12% (24), rarely- 19% (39), Occasionally- 23% (47), Frequently- 20% (41), Often- 20% (41), Always- 6% (13).

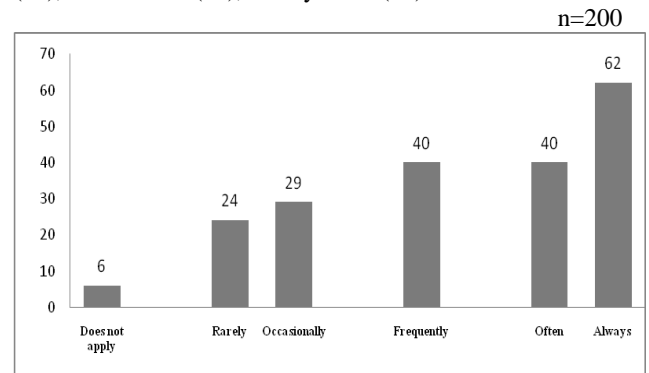


Figure no 4.2.3

Question No. 3

The figure indicates that behavior of the students responding to question no. 3 i.e. Does not apply- 3% (6), Rarely- 12% (24), Occasionally- 14% (29), Frequently- 20% (40), Often- 20% (40), Always- 31% (62).

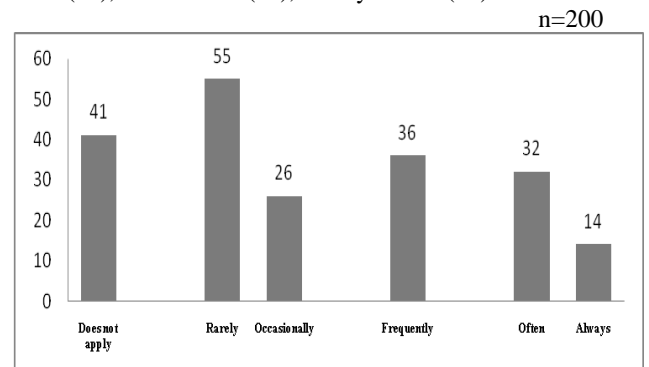


Figure no 4.2.4

Question No. 4

Figure indicates that behavior of the students responding to question no. 4 i.e. Does not apply- 20% (41), Rarely- 27% (55), Occasionally- 13% (26), Frequently- 17% (36), Often- 16% (32), Always- 7% (14).

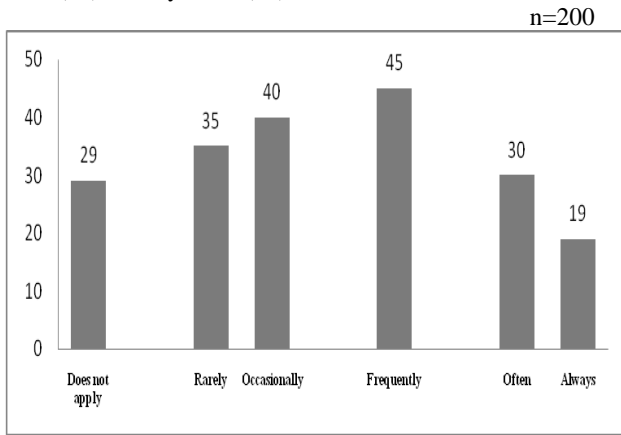


Figure no 4.2.5

Question No. 5

The figure indicates that behavior of the students responding to question no. 5 i.e. Does not apply- 15% (29), Rarely- 18% (35), Occasionally- 20% (40), Frequently- 23% (45), Often- 15% (30), Always- 9% (19).

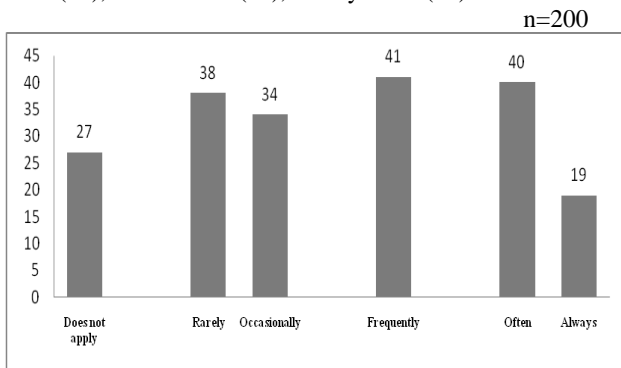


Figure no 4.2.6

Question No. 6

The figure indicates that behavior of the students responding to question no. 6 i.e. Does not apply- 14% (27), Rarely- 19% (38), Occasionally- 17% (34), Frequently- 21% (41), Often- 20% (40), Always- 9% (19).

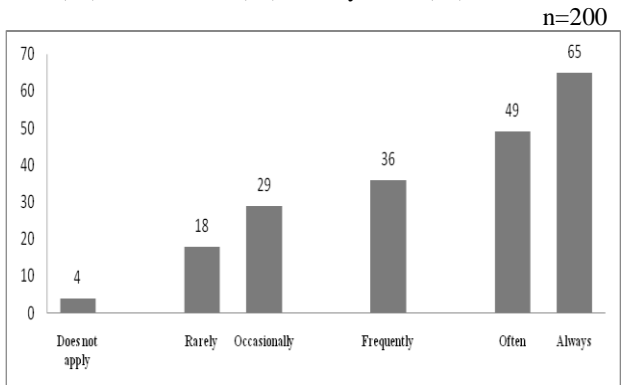


Figure no 4.2.7

Question No. 7

The figure indicates that behavior of the students responding to question no. 7 i.e. Does not apply- 2% (4), Rarely- 9% (18), Occasionally- 15% (29), Frequently- 18% (36), Often- 24% (49), Always- 32% (65).

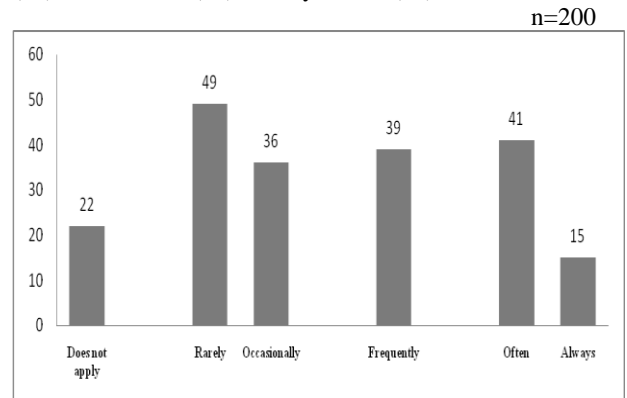


Figure no 4.2.8

Question No. 8

The figure indicates that behavior of the students responding to question no. 8 i.e. Does not apply- 11% (22), Rarely- 24% (49), Occasionally- 18% (36), Frequently- 19% (39), Often- 20% (41), Always- 8% (15).

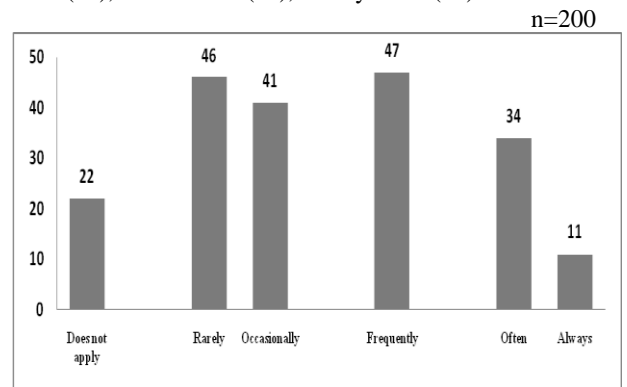


Figure no 4.2.9

Question No. 9

The figure indicates that behavior of the students responding to question no. 9 i.e. Does not apply- 11% (22), Rarely- 23% (46), Occasionally- 20% (41), Frequently- 23% (47), Often- 17% (34), Always- 6% (11).

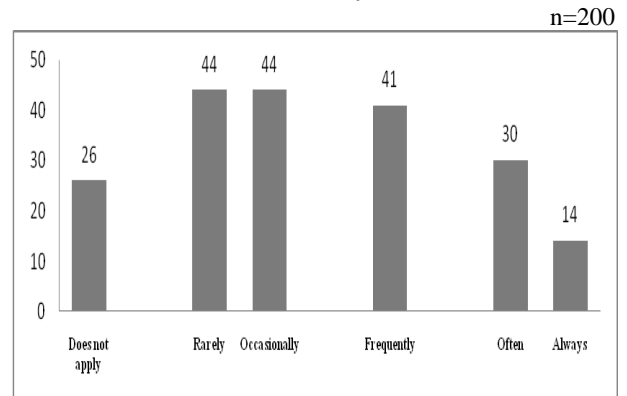


Figure no 4.2.10

Question No. 10

The figure indicates that behavior of the students responding to question no. 10 i.e. Does not apply- 13% (26), Rarely- 22% (44), Occasionally- 22% (44), Frequently- 21% (41), Often- 15% (30), Always- 7% (14).
n=200

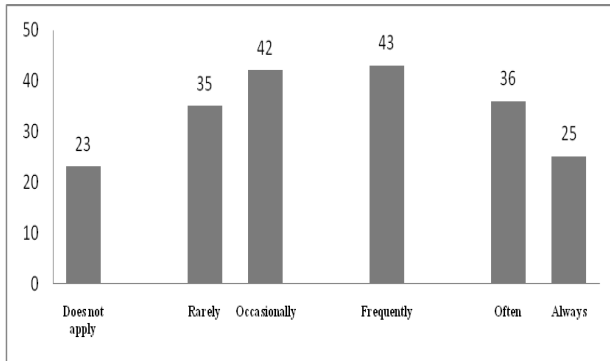


Figure no 4.2.11

Question No. 11

The figure indicates that behavior of the students responding to question no. 11 i.e. Does not apply- 11% (23), Rarely- 17% (35), Occasionally- 21% (42), Frequently- 21% (43), Often- 18% (36), Always- 12% (25).
n=200

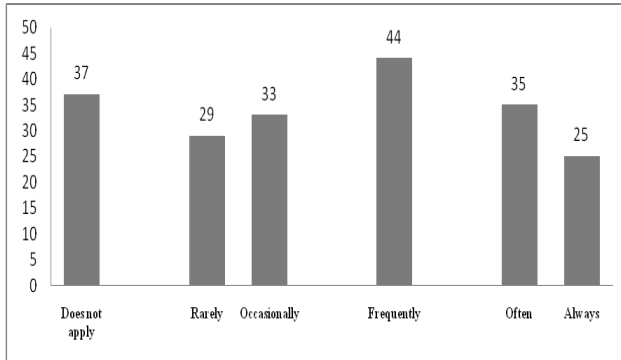


Figure no 4.2.12

Question No. 12

The figure indicates that behavior of the students responding to question no. 12 i.e. Does not apply- 18% (37), Rarely- 14% (29), Occasionally- 16% (33), Frequently- 22% (44), Often- 17% (35), Always- 13% (25).
n=200

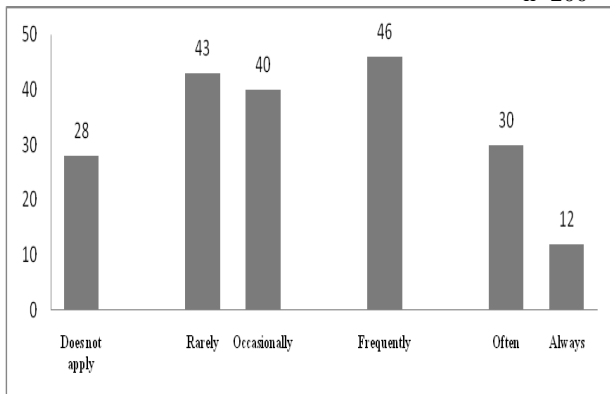


Figure no 4.2.13

Question No. 13

The figure indicates that behavior of the students responding to question no. 13 i.e. Does not apply- 14% (28), Rarely- 22% (43), Occasionally- 20% (40), Frequently- 23% (46), Often- 15% (30), Always- 6% (12).
n=200

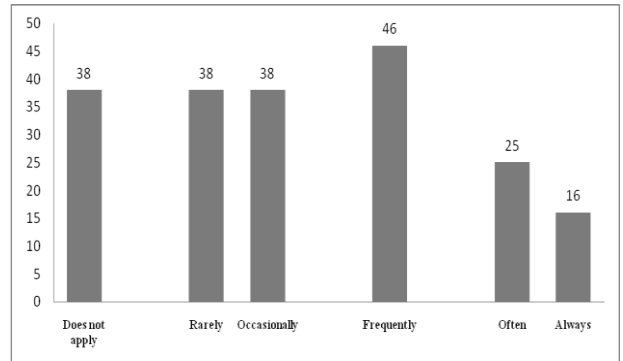


Figure no 4.2.14

Question No. 14

The figure indicates that behavior of the students responding to question no. 14 i.e. Does not apply- 19% (38), Rarely- 19% (38), Occasionally- 19% (38), Frequently- 23% (46), Often- 12% (25), Always- 8% (16).
n=200

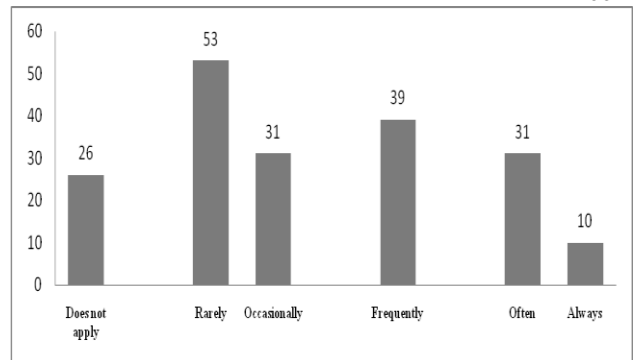


Figure no 4.2.15

Question No. 15

The figure indicates that behavior of the students responding to question no. 15 i.e. Does not apply- 14% (26), Rarely- 28% (53), Occasionally- 16% (31), Frequently- 21% (39), Often- 16% (31), Always- 5% (10).
n=200

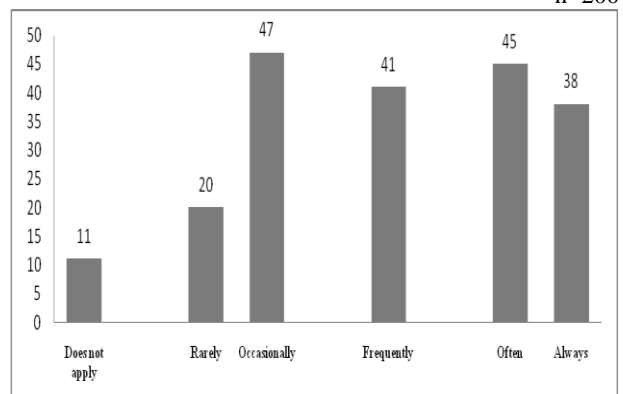


Figure no 4.2.16

Question No. 16

The figure indicates that behavior of the students responding to question no. 16 i.e. Does not apply- 6% (11), Rarely- 10% (20), Occasionally- 23% (47), Frequently- 20% (41), Often- 22% (45), Always- 19% (38).

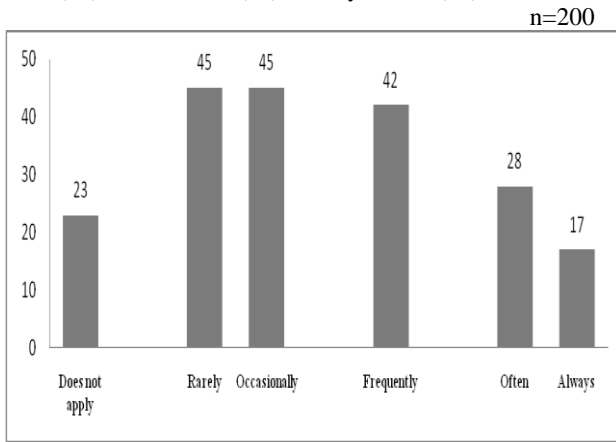


Figure no 4.2.17

Question No. 17

The figure indicates that behavior of the students responding to question no. 17 i.e. Does not apply- 11% (23), Rarely- 22% (45), Occasionally- 23% (45), Frequently- 21% (42), Often- 14% (28), Always- 9% (17).

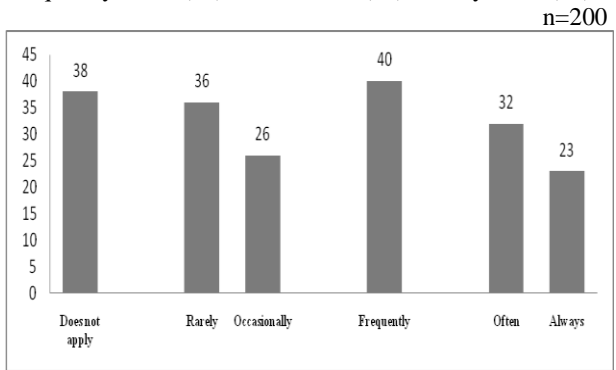


Figure no 4.2.18

Question No. 18

The figure indicates that behavior of the students responding to question no. 18 i.e. Does not apply- 20% (38), Rarely- 18% (36), Occasionally- 13% (26), Frequently- 21% (40), Often- 16% (32), Always- 12% (23).

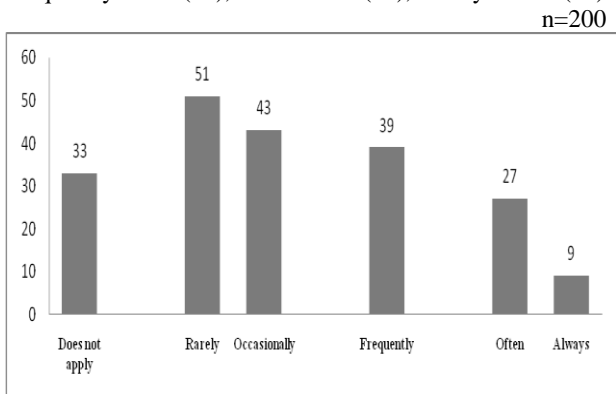


Figure no 4.2.19

Question No. 19

The figure indicates that behavior of the students responding to question no. 19 i.e. Does not apply- 16% (33), Rarely- 25% (51), Occasionally- 21% (43), Frequently- 19% (39), Often- 14% (27), Always- 5% (9).

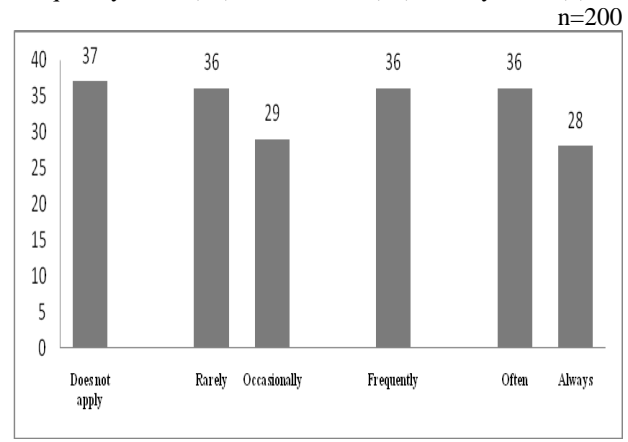


Figure no 4.2.20

Question No. 20

The figure indicates that behavior of the students responding to question no. 20 i.e. Does not apply- 18% (37), Rarely- 18% (36), Occasionally- 14% (29), Frequently- 18% (36), Often- 18% (36), Always- 14% (28).

4. Discussion

The findings of the study have been discussed with the reference to the objectives and with the findings of other studies.

The study is done by Onyeka Ndidi Camilia, Sajoh Dahiru Ibrahim & Bulus Lucy Dalhatu Department of Computer Science, Federal Polytechnic, Mubi, and Adamawa State Nigeria. It examines the role which frequent use of social networking sites playing their studies. Questionnaires were designed and sent out to 600 respondents of the different tertiary institutions were used for the study.

Out of the 600 questionnaires distributed, 536 were completely filled and returned giving a return rate of 89%. The data collected were analyzed using frequencies; percentages and graph representations while the hypothesis was tested using chi square (X²). The hypothesis that the frequent use of social networking sites by student of tertiary institutions in Mubi, Adamawa state Nigeria has effect on their studies was accepted at 5% level of significance. It was recommended that students should learn to manage their time properly. Although this study revealed effect in the students' use of SNSs on their studies, the researchers still see the need for creating balance between the use of SNS and studies [10, 11].

Compare the studies from the other part of the world; the impact of social networking sites is harmful on the academics of the students and students should learn the

time management as well as other strategies to manage their life.

Conclusion

Although there is positive effect of social networking sites on youth, the negative impact of social media is more. Adolescent are at the age where they value their privacy the most, yet they treat the social networking sites like a personal diary. The effect of doing so provides online predators enough information about their personal lives to find them in reality. Sharing so much information could create a gateway for cyber bullies to use that information in attempt to hurt them psychologically. In addition the lack of development of face to face communication skills could be detrimental to their future success. So the adolescents should try to enjoy life more offline without social networks because it will only benefit them immensely.

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