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RESEARCH ARTICLE

EFFECTS OF SOCIAL MEDIA ON YOUTH: A CASE STUDY IN UNIVERSITY OF SARGODHA.

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Abstract

Information technology makes the world a global village and connect the people from all over the world. Usage of information technology in social media, increase its popularity in the youth especially in students of universities. For analyzing the effects of social media on students, the questionnaire study was designed and by using simple random sampling, sample of 380 students was selected from University of Sargodha, Punjab, Pakistan. By using bivariate analysis, result of this study depicts that social media plays vital role in providing learning and job opportunities to the students.

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Introduction:-

The word “Social Media” means collection of applications (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that link people to share information and aware people about any event through social networking. From the beginning of the 21st century, social media is in progress. People belonging to different age groups use social media. Social media plays a vital role in life. Information Technology (IT) changed the living standard. These tools provide several ways of interaction and different opportunities to learn foreign languages through worldwide. The world become a global village due to social media. Users can connect with other people within seconds and share their ideas and give comments by video conferencing. People of different culture can also talk on any issue. Social media links the people to their culture by showing different documentaries. People also use social media to get information about other countries. Social media influence adolescent’s life, it has both positive and negative impacts. Students use social media for learning purpose, for entertainment, and for innovation.

Students made and join different groups on Facebook to interact with people and discuss different topics. Social media provide opportunities to seek for a job. Some companies have online system for recruitment and selection. Some companies create their group or page to inform their employees about their company’s situation. Mostly companies use it for advertisement.

Objective:-

The main objective behind the selection of this topic is to analyze the effects of social media on youth. How they use it in daily life and its impact on society through different angles like educational learning, entertainment, job opportunities, health, communication, interaction, enhancing skills, and online shopping.

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Literature Review:-

Literature review provided the results of previous studies relating to the topic and it helped to select appropriate objectives and methodology for further enhancement on the topic. Tapscott (1998) described that, children grew in digital environment and digital literacy gave liberty to children in relation with adolescent in the world. Children had confidence on internet. Digital media had provided opportunities to contribute with those countries that have ICT (Information Communication Technology). According to Livingstone and Bober (2003), social media was the main cause of generation gap in several ways like lack of awareness, recognition of domestic rules, and in what kids were really acting and what were parents' opinion about their children's doing. People forgot their rituals and traditions because of social media.

Berson and Berson (2005) stated that high use of internet linked high risks, and there had no risk of simple use of internet. In early childhood, they did not know about risks, and they need guider. In teenage, they had not developed abilities to make life's choices. Elola and Oskoz (2008) said, Social media was very helpful in developing business relationship with other states and social media had positive effect in developing and understanding cultural relationships. Brady, Holcomb, and Smith (2010) stated that social media had provided efficient ways for education. Students used social media for e-learning. Lusk (2010) said that, social media could be used for academic purpose by students. Students could learn and enhance their communication skills by the use of social media. Social media had provided new web tools which could be used by the students to raise their learning skills. According to Jacobsen and Forste (2011), media had negative effect on grades, about two-thirds of the students were used media while doing homework, or in class which had bad impact on their grades. Kalpidou, Costin, and Morris, (2011) stated that there was a relationship between social media and grades, Ohio State University described in his study that those students had low grades who spent their time on social media, then those who did not spend their time on social media. According to Waddington (2011), adolescent thought social media as the component of their culture; not a craze. It could enhance their ability and they used it as educational tool. All the studies discussed above shows that, social media have different effects on different people. So, in this study we will check the effects of social media on young students.

Material and Methodology:-

In this study, 380 students have selected as a simple random sample from the 28342 students of University of Sargodha by using Cochran formula (Bartlett, Kotrlík and Higgins, 2001). Questionnaire was designed to collect primary data from the selected sample. In questionnaire, Likert scale (Strongly Agree, Agree, Disagree, and Strongly Disagree) was utilized. After collecting this primary data, its descriptive statistics are measured by using software "SPSS" (Statistical Package for the Social Sciences).

Results and Discussion:-

In this study, 380 students have randomly selected for collection of primary data. In these 380 students, 53% students are 19 to 20 years old, 27% are 17 to 18 years old and remaining 20% are above 20. From these respondents, 49% are Male and remaining 51% are Female.

Table 1: Age Wise Analysis

			Strongly Agree	Agree	Disagree	Strongly Disagree
1	Social media provide learning opportunities					
	Age	17-18	30	70	4	0
		19-20	43	150	4	3
		20 above	12	64	0	0
2	People use social media for entertainment					
	Age	17-18	44	32	12	16
		19-20	94	67	4	35
		20 above	37	23	0	16
3	Social media provide opportunity to find job					
	Age	17-18	35	58	8	3
		19-20	57	108	8	27
		20 above	27	37	0	12
4	Too much use of social media causes health problem					
	Age	17-18	21	48	8	27
		19-20	51	107	11	31

		20 above	24	19	15	18
5	Social media use for communication with friends					
	Age	17-18	42	58	4	0
		19-20	99	68	15	18
		20 above	46	22	4	4
6	Social media use for advertisement					
	Age	17-18	22	46	12	24
		19-20	46	128	11	15
		20 above	19	38	0	19
7	Social media use for online shopping					
	Age	17-18	23	61	4	16
		19-20	52	144	4	0
		20 above	20	33	11	12

Response of each sampling unit with respect to age is presented in Table 1. Results reveals that out of 380 total respondents, 30 respondents from 17-18 age group, 43 from 19-20, and 12 respondents of age above 20 said strongly agree, while 70, 150, and 64 respondents of these age group respectively said Agree with the statement about learning opportunities. For the statement about entertainment, 44 participants from 17-18, 94 from 19-20 and 37 from above 20 are strongly agree while 32, 67, and 23 from respective age groups vote for agree. However, 35 participants said strongly agree and 58 said agree from 17-18 age group, 57 said strongly agree and 108 said agree from group of 19-20 age, while 27 said strongly agree and 37 said agree from group of above 20 years old participants for the statement of job opportunities. Furthermore, 21 respondents from group 17-18, 51 from 19-20, and 24 from above 20 are strongly agree with the statement that social media causes health problem while 48 from 17-18, 107 from 19-20, and 19 from above 20 years old group are agree with it. Results of Table 1 also depicts that, from age group of 17-18, 42 are strongly agree and 58 are agree with the statement about communication with friends, while 99 and 68 from group of 19-20, 46 and 22 from group of above 20 age are strongly agree and agree with the statement respectively in both groups. About the use of social media for advertisement, 22 participants of group 17-18, 46 from 19-20, and 19 from above 20 age are strongly agree, while 46 from 17-18, 128 from 19-20, and 38 from above 20 age are agree with it. On the same line, 23 respondents said strongly agree and 61 agree with the role of social media in online shopping form the age group of 17-18, 52 respondents said strongly agree and 144 agree from age group of 19-20, while from group of above 20 years old respondents 20 said strongly agree and 33 agree with this statement.

Table 2: Gender wise Analysis

			Strongly Agree	Agree	Disagree	Strongly Disagree
1	Social media provide learning opportunities					
	Gender	Male	46	135	4	0
		Female	39	149	4	3
2	People use social media for entertainment					
	Gender	Male	94	67	0	24
		Female	81	55	16	43
3	Social media provide opportunity to find job					
	Gender	Male	50	102	8	25
		Female	69	101	8	17
4	Too much use of social media causes health problem					
	Gender	Male	52	80	12	41
		Female	44	94	22	35
5	Social media use for communication with friends					
	Gender	Male	98	59	20	8
		Female	89	89	3	14
6	Social media use for advertisement					
	Gender	Male	64	75	12	34
		Female	23	137	11	24
7	Social media use for online shopping					
	Gender	Male	53	112	8	12
		Female	42	126	11	16

Response of each sampling unit with respect to gender is presented in Table 2. Results reveals that out of 380 total respondents, 46 male respondents, and 39 female respondents said strongly agree, while 135 males, and 149 female respondents said Agree with the statement about learning opportunities. For the statement about entertainment, 94 male participants, and 81 female participants are strongly agreeing while 67 males and 55 female participants vote for agree. However, 50 participants said strongly agree and 102 said agree from male group, while 69 said strongly agree and 101 said agree from female group for the statement of job opportunities. Furthermore, 52 respondents from male group, and 44 from female group are strongly agree with the statement that social media causes health problem while 80 male participants, and 94 female participants are agreeing with it. Results of Table 2 also depicts that, from male group 98 participants are strongly agree and 59 are agree with the statement about communication with friends, while 89 participants are strongly agree and also 89 participants are agree with the statement respectively in both groups. About the use of social media for advertisement, 64 male participants, and 23 female participants are strongly agreeing, while 75 from male group, and 137 from female group are agree with it. On the same line, 53 respondents said strongly agree and 112 agree with the role of social media in online shopping form the male group, while 42 respondents said strongly agree and 126 agree from female group with this statement.

Conclusion and Recommendations:-

This study investigates the effects of social media on youth. Results shows that social media plays important role in learning and job opportunities. Teenagers mostly use social media for communication with friends and families. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values, social norms, and Islamic values.

On the basis of analysis, the major recommendations are:

- ❖ Social media should be used for positive purposes.
- ❖ Use of social media in informative way enhance the skills, and abilities.
- ❖ To minimize its negative effects Government has to take some strict actions. Government should ban immoral websites.
- ❖ A Strong recommendation for the government is to make policy or community that check which immoral websites are used by which users.
- ❖ Government has to make policies to check out unfair reporting of media which ruin the society.
- ❖ A strong recommendation for the users of social media is that they have to remember the purpose of using social media and always use the informative sites.
- ❖ Adolescence should use their time wisely instead of wasting their precious time on other social networks like WhatsApp, Twitter, Facebook, and YouTube.
- ❖ To secure the future of children, teachers and parents should check out what they actually are doing on social media.

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