Analysis the Downsides of Social Networking Sites/media and Its Effects on University Student

Suraj Arya¹, Parveen Kumar², Suman³

¹ Assistant Manager (MIS), Department of School Education, Haryana (INDIA)
² Parveen Kumar, Assistant Professor, Department of Business Administration, and CDLU Sirsa
³ Assistant Managers (MIS), Department of School Education, Haryana (INDIA)

ABSTRACT:
In the modern age life cannot be imagine without the social media but it has lot of inverse effects on young generation specially students. To find out the downsides of social networking/media a survey was conduct among university students after that data has been analysis using statistic method through hypothesis this paper presents the analysis of three hypotheses.

1. INTRODUCTION
Today social media is very popular among young generation. It is used by them to exchange information, images, videos and chats. Really it makes the life very fast and dynamic. But it is also true that social media has lot of downsides which affects young generation directly specially students.

Survey conduct collect the data of 155 students of UG and PG students then analysis related data by using the statistics methods

Figure 1: Male & Female Participation

Survey conduct collect the data of 155 students of UG and PG students then analysis related data by using the statistics methods
UG students cover BBA, BCA, BA etc classes where PG covers all PG courses like MCA, MA, LLM etc. Current studies open this survey among all kind of students of university level.

Social media based data collected among various age groups students and it is divided into three categories 16-20, 21-25 and 25+. 77% participation has their age 25+ and it is largest portion of the sample size. Second age group is 16-20 which is 21% of the total sample. Only 2% students covers under the age group 25+ which is 2% of the sample.
2. DATA ANALYSIS USING t-Test.

2.1 Alternative Hypothesis (H₁)

H₁: Information available at social media is reliable

<table>
<thead>
<tr>
<th>Options</th>
<th>Male Students</th>
<th>Female Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>18</td>
<td>14</td>
<td>32</td>
</tr>
<tr>
<td>Agree</td>
<td>35</td>
<td>29</td>
<td>64</td>
</tr>
<tr>
<td>Disagree</td>
<td>09</td>
<td>21</td>
<td>30</td>
</tr>
<tr>
<td>Neutral</td>
<td>17</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>79</strong></td>
<td><strong>76</strong></td>
<td><strong>155</strong></td>
</tr>
</tbody>
</table>

Table 1: Hypothesis data

Applying t-test

\[
t = \frac{\bar{X}_1 - \bar{X}_2}{S} * \sqrt{\frac{n_1 * n_2}{n_1 + n_2}}
\]

\[
\bar{X}_1 = \text{Mean of male students}
\]

\[
\bar{X}_2 = \text{Female of male students}
\]

The value of S = 9.4582

Calculated value of t = 0.1121

Degree of Freedom = \( v = n_1 + n_2 - 2 = 6 \)
For \( v = 6 \)  \( t_{0.05} = 2.447 \)

2.1.1. RESULTS

Hence the calculated value of “t” is smaller than table value thus hypothesis is accepted it means students has the view that available information at social media is reliable in nature.

2.2. H1: Students feels unhappy while social media apps/sites are unavailable or down.

<table>
<thead>
<tr>
<th>Options</th>
<th>Male Students</th>
<th>Female Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>19</td>
<td>13</td>
<td>32</td>
</tr>
<tr>
<td>Agree</td>
<td>33</td>
<td>30</td>
<td>63</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>21</td>
<td>32</td>
</tr>
<tr>
<td>Neutral</td>
<td>16</td>
<td>12</td>
<td>28</td>
</tr>
</tbody>
</table>

Table 2: Hypothesis data

The value of \( S=7.7109 \)

Calculated value of \( t = 0.1375 \)

Degree of Freedom = \( v = n_1 + n_2 - 2 = 6 \)

For \( v = 6 \)  \( t_{0.05} = 2.447 \)

2.2.1. RESULTS

Hence the calculated value is smaller than table value thus hypothesis is accepted it means students feels unhappy while social sites are down or unavailable to them.
2.3. **H₁**: Social media is must in the modern age

<table>
<thead>
<tr>
<th>Options</th>
<th>Male Students</th>
<th>Female Students</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>42</td>
<td>32</td>
<td>74</td>
</tr>
<tr>
<td>Agree</td>
<td>27</td>
<td>42</td>
<td>69</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>1</td>
<td>3</td>
</tr>
<tr>
<td>Neutral</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>79</td>
<td>76</td>
<td>155</td>
</tr>
</tbody>
</table>

*Table 3: Hypothesis data*

The value of $S = 19.7768$

Calculated value of $t = 0.0536$

Degree of Freedom $= v = n_1 + n_2 - 2 = 6$

For $v = 6$ $t_{0.05} = 2.447$

2.3.1. **RESULTS**

Hence the calculated value is smaller than table value thus hypothesis is accepted it means students cannot imagine their lives without social networking sites they are really depend on them.

3. **CONCLUSION:**

Thus data analysis using t-test and all three hypothesis has been accepted as the calculated value is less than table value so all three hypothesis has been accepted. It means university students thinks that available information on internet is reliable and social media is also a necessity in the modern age if in any case social media or sites are not available then university feels unhappy these outcomes of the analysis show the drawbacks of social media and also how these are affecting youth inversely.
4. REFERENCE


[7]. http://andynathan.net201110disadvantages-of-social-networking