

Social Media Reach and Its Effects: A Study on Generation Y

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ABSTRACT

Social media has impacted the society in lots of ways. Whether it is the life of an individual to how a success a company goes to be. Social media provides a platform where individuals share their experiences and ideas to reach out to near and dear through networking using social media, at times on a daily basis. So, the present study has been designed to examine the impact of excess of usage of social media sites i.e. Facebook on Generation Y. Data was collected from 150 students in various degree colleges of Jammu region. The dependent variable used in the study i.e. usage of social media sites i.e. Facebook was regressed with educational performance, physical and mental well-being, security and confidentiality issue and time wastage. The results prove that the usage of the networking sites have a negative impact on users in terms of the educational performance, privacy issues, wastage of time and mental and physical well-being.

Keywords: *Social media; Facebook; Regression; Correlation, Generation Y.*

1.0 Introduction

In today's modern world, people are surrounded by technology everywhere. Today innovators are always creating new technologies that will make an impact on the daily lives of millions. Technology has made the lives of many people easier. The influence of machinery has made an impact on social media. Social media has impacted the society in lots of ways. Whether it is the life of an individual to how a success a company goes to be. Social media provides a platform where individuals share their experiences and ideas to reach out to near and dear through networking using social media, at times on a daily basis. Since their preface, social networking sites have fascinated millions of users, many of whom included the usage of these sites on a daily use.

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When World Wide Web was introduced in India in early 1990's, the proportion of individual having access to internet was just 0.2%. Gradually, with the passage of time, World Wide Web gained popularity and usage started increasing. At present, around 10% of the Indian population is at internet and they use and follow social media sites. The percentage of Indians using internet reach was projected 19 % in 2015 and 25% by 2020 (Altaf, 2014).

2.0 Literature Review

The students studying in various colleges now-a-days are wide-open to all types of technologies in many facets of their life (Browning et al. 2011). This has also been supported by Cassidy et al. 2011 who says that students are engrossed with different types of devices like laptops, tablets and cell phones to aggressively participate in social networking sites.

The social network users are increasingly becoming so immense that it has become a prominent for all generations of internet users especially the student community. Therefore, aggressive use of social networking sites like Facebook and LinkedIn have been used by faculty members of various educational associations in order to deliver high quality lectures to their students. (Paul et al. 2012).

If other side of the coin is taken into consideration, few authors and researches such as Lenhart, et al. 2010; Tiryakioglu & Erzurum, 2010; Chen & Bryer, 2010 have contradicted the positive aspect of using social networking sites and they disagree with the earlier statement. They emphasize more on the negative side of using social networking sites and says that students as well as the faculty use social networking sites for their personal use rather than using them for educational upgradation.

Junco (2012) in his article has pointed out relationship between multiple indices of Facebook use and educational performance. He found negative relationship between usage of social networking site i.e. Facebook and overall time spent for studying. The results of the study depict that spending time on social networking sites such as Facebook were negatively related to overall grades scored in their educational record. Adding to it, Paul et al.(2012) revealed in his article revealed that the time spent by the students using social networking site is negatively related with the students' educational enactment. Moreover, the study also gave some thought-provoking outputs like the more time spent by the students on social networking sites, the downfall in their educational performance is seen. The findings of the study are in alignment with the outcome presented by Kirschner and Karpinski (2010), who pointed out that excessive

involvement or over indulgence of students using social networking sites have negative impacts on their educational performance.

Taking this on the other side, immense literature is available where the impact of Social networking site using Facebook has been seen on physical and mental wellbeing of the individuals. Now a days health issue has become one of the pertinent issue. If an individual is facing with health issues, the life of the individual gets affected. Hence, individuals need to be vigilant and apprise their good health. In the earlier times, the main issue of concern was the addiction through television but now a days the main issue of concern has shifted from television to internet obsession and the excessive time being spent by young people and adults spend on surfing the internet. As this has been supported by (Lenhart et al., 2005; Tokunaga, 2010) who says adolescents and young adults spend maximum number of hours on internet and they have the highest rates of internet use and frequency. This has also been supported by Thomas (2011) who says that individuals spend prolonged number of hours on social networking sites such as Facebook and this has led individuals addicted to internet. The results of the paper revealed that excessive amount of time spent on social network sites may lead to internet addiction. It was also indicated that individuals spending excessive time on internet may lead to the problematic behaviour which is commonly known as obsession towards net.

Obsession towards net is observed as a psychological dependence towards internet resulting in excessive usage (Kandell, 1998; Griffiths, 2010). An interesting outcome of the study has been reported by Star (2010) who says that Malaysians have more number of Facebook friends and they spend maximum number of hours on internet using Facebook and it has been reported that they might be addicted to Facebook as well. It is well known fact that Facebook is a social networking site but at the same time it has been reported that Facebook has very bad consequences also. The number of benefits of Facebook has been seen as it is used to interact or connect with people and improve the social life of individuals, at the same time some negative effect has also been seen, like the excessive use of Facebook usage bring bad consequences (Fenichel, 2009).

Few researchers have pointed out addictive symptoms like cognitive and behavioural which are seen in most of the students. Another aspect of using social networking site is the privacy of the data which is a ultimate delinquent in today's era. This has been supported by the Asif and Khan in 2012, who emphasized and wrote an article regarding Facebook privacy policies and its implications on the users. This much of information available may cause an alarming and negative impact which may damage an individual's privacy and security options.

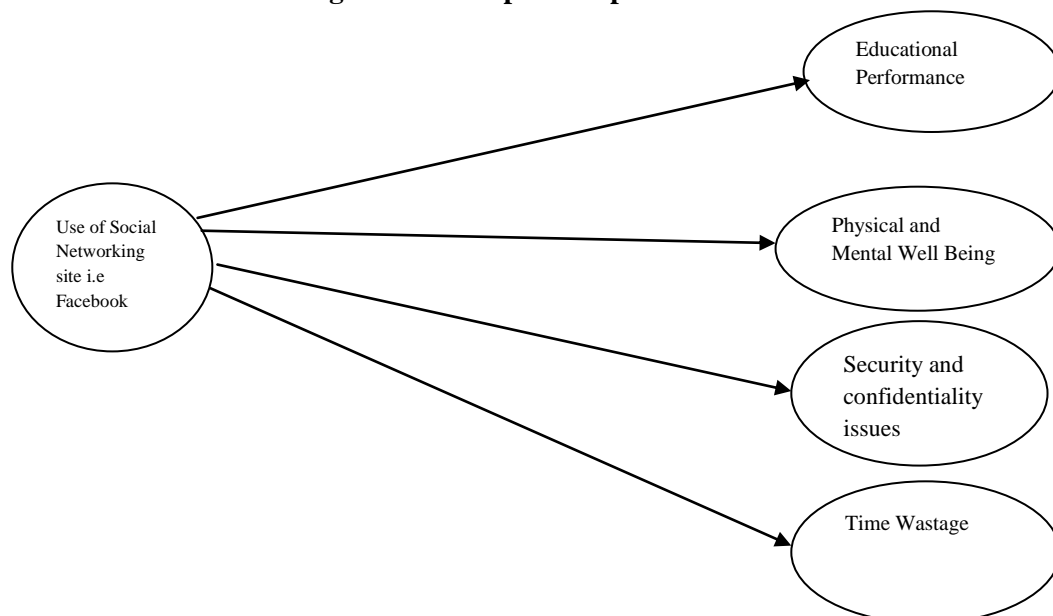
2.1 Purpose of the study

The students obtaining higher qualifications from various colleges also known as Generation Y are well versed and exposed with all kinds of technologies in many phases of their lives (Browning et al. 2011). As it's known, in this epoch, students are more fascinated and spend most of the time on Twitter, Google Plus, Facebook etc. and eventually become vulnerable to the excess usage of social networking sites. Adding to it, there is a popular saying that "Excess of everything is Bad", due to which students are getting more and more involved in the social media sites and gradually becoming addict to the usage of it. Therefore there is an urgent need for an in-depth statistical analysis to determine the detrimental effects of the excess usage of social media sites. Taking this into consideration, an attempt has been made to give an overview on a complex topic by analysing the possible impact of social Media on Generation Y.

3.0 Methodology Used

Since the study is exploratory in nature, a total of 150 students studying in various degree colleges of Jammu region were chosen. The survey questionnaire measures educational performance, physical and mental well-being, Security and confidentiality issues and Time Wastage (Figure 1).

Figure 1: Conceptual Representation



Source: Self

The research instrument developed for the present study is based on the previous studies and the existing literature. The tools which have been used in the study for analysis are the Pearson Moment Correlation test and Regression.

4.0 Findings of the Study

The demographic profile of the focal group represents that the sample is predominantly of males (65%). Most of the respondents studying in private college (85%) and were engineering graduates (77 %).

4.1 Correlation

In order to test the hypothesis Pearson Correlation Coefficient has been (r). In this study the interpretation of the value ' R ' is proposed by Guilford (1956).

4.1.1 Educational performance

H0- There is no relationship between students' educational performance (EP) and usage of social networking site

H1- There is a relationship between students' educational performance (EP) and usage of social networking site.

The result reveals that there exists a positive relationship between the students' educational performance and usage of social networking sites. Adding to it, the relationship between the dependent and the independent variable is low correlation because the value is 0.334. In this case, since the relationship is positive, it has been found that the usage of students of Jammu keeps themselves so much engrossed in using social network sites such as Facebook, which automatically affects their educational performance. Therefore, it is concluded that usage of Facebook has an impact on the educational performance of the students. Furthermore, the null hypothesis has been rejected because the significant level is at 0.00 which is lower than 0.05.

4.1.2 Physical and mental well being

H0- There is no relationship between students' physical and mental well being (PMW) and using social networking sites

H1- There is a relationship between students' physical and mental well being and using social networking sites

The results reveal that there is low correlation between the dependent and the independent value and the value turns out to be 0.332.

The results reveal low correlation between the two which further signifies that prolonged usage of social network sites such as Facebook might damage the physical and mental well-being of the students studying in various engineering colleges of Jammu region. In this case the alternative hypothesis has been accepted and rejected the null hypothesis as the degree of significance is 0.00 which is lower than 0.05.

4.1.3 Security and confidentiality issues

H0- There is no relationship between students' security and confidentiality issues (SCI) and the usage of social media networking

H1- There is a relationship between students' security and confidentiality issues (SCI) and the usage of social media networking

The outcome reveals the positive moderate correlation relationship between the two variables and the result is 0.430.

The results reveal that there exists positive relationship between the two i.e. the usage of social media site and the concern about the security and the confidentiality issue. The implication of the result reveals that the advent of using social networking sites they tend to threaten their privacy and security related issues also. And therefore the results indicate the acceptance of alternative hypothesis and rejection of null hypothesis.

4.1.4 Wastage of time

H1- There is no relationship between students wasting their time (WT) while using social media networking

H0- There is a relationship between students wasting their time (WT) while using social media networking

The positive relationship has been observed between the dependent and the independent variable with a value of 0.339. The results of this variable also depicted positive relationship between the dependent and the independent variable indicating that the students have been using their leisure time. Most of the social network users often spend their free time on Facebook. Interestingly, although most of the students log in the networking site for a short span of time but they unwillingly spend too much without realizing the perilous effects of it. Adding to it, null hypothesis has been rejected and the alternative hypothesis has been accepted.

4.2 Regression analysis

In this study multiple regression analysis was conducted in order to understand the relationship between the dependent and the independent variable. The dependent variable used in the study is the social media use, namely, Facebook and the independent

variables used in the present study were Educational Performance, Physical and Mental Well Being, Security and confidentiality issues and Wastage of Time (Tables 1 and 2).

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of Estimate	Durbin Watson
1	.440 ^a	.201	.196	.93631	1.206
2	.569 ^b	.331	.321	.85819	
3	.609 ^c	.367	.360	.82447	
4	.679 ^d	.396	.398	.80334	

a Predictors: (Constant), SCI

b Predictors: (Constant), SCI, EP

c Predictors: (Constant), SCI, EP, PMW

d Predictors: (Constant), SCI, EP, PMW, WT

e Dependent Variable: FB

Table 2: ANOVA Result Extracted from SPSS

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	32.370	1			
Residual	130.420	148	32.370	37.057	.000
Total	153.810	149	.766		
2 Regression	54.157	2			
Residual	107.632	147	26.473	36.341	.000
Total	153.810	149	.626		
3 Regression	51.717	3			
Residual	102.071	146	19.508	27.480	.000
Total	153.810	149	.585		
4 Regression	49.612	4			
Residual	100.061	145	15.204	24.480	.000
Total	153.810	149	.444		

4.2.1 Coefficient of determination

The linear regression test of the model reveals that the R-square of the model is 0.396 indicating a weak positive linear correlation.

4.2.2 Durbin Watson

The linear regression test of the model reveals that the Durbin-Watson of the model is 1.217 which is in between 0 and 2, so 1.206 that indicates that it has a moderate positive relationship.

4.2.3 Standardized coefficient of the research model

Table 3: Regression Coefficients

Variables	Beta	Std. error	t-stat	Sig.
Constant	2.516	0.343	6.20	0.000
EP	0.467	0.081	5.61	0.000
SCI	0.421	0.088	-5.21	0.000
WT	0.321	0.064	4.01	0.000
PMW	0.202	0.032	3.06	0.000

The findings of the study reveal that the researcher accepts alternate hypothesis for all the four hypothesis, deliberating that there exists a relationship between students' educational performance, physical and mental wellbeing, Security and confidentiality issues students wasting time with the usage of social networking site i.e. Facebook.

The highest contributor which effects students is the impact of social media site i.e Facebook on educational performance, followed by Security and confidentiality issues of the students. The third important variable which had an impact on the students using Facebook is the wastage of their valuable time. Furthermore, the weaker relationship was observed between the students physical and mental well-being with students using social network site i.e. Facebook

4.3 Recommendations

As students are considered to be the backbone of any nation. It is pertinent that students should be counselled about time management, career planning and ideal utilization of the technology. In addition to this, they should also be made aware of the undesirable usage of the social networking site i.e. Facebook. It is also recommended the management of the educational institute should block social networking sites during the college hours.

4.4 Implications of the study

Social Media use is widely used and boon and bane at the same time (Zeitel-Bank and Tat, 2014). This study has contributed in many ways and helped the researchers in identifying the impact of social network sites such as Facebook on college graduates studying in Jammu region of Jammu and Kashmir state.

Firstly, the findings of the study is in alignment with various studies done worldwide such as by Junco (2012) who found negative relationship with the amount of time spent on Facebook and students' academic performance. He also further proved that

checking Facebook again and again for updates led to the overall downfall in the academic performance of the student. Moreover, the outcome of the study are also inclination with the findings of Kirschner and Karpinski (2010) who found that using of social networking sites deteriorates the academic performance of the student.

Secondly, the result on privacy and security issues was aligned with previous researcher such as Asif and Khan (2012) who proved that students are ignorant and least aware about the repercussions of sharing of the information which includes personal information with unauthorized person which drives them to great trouble.

Thirdly, the output of the study regarding the usage of social networking sites and wastage of their time has also been observed by the Vural (2015) who proves that most of the students spend lot of time on Facebook which leads to the total wastage of the time connected with the social media site.

Lastly, the findings of the study also proved that usage of social media sites have an effect on the health i.e. the physical and mental wellbeing of the individual. The finding is in inclination with the outputs of the various researchers. For instance, Thomas (2011); Mekinc et al. (2013) who proved that using Facebook enhances the possibility of addiction which further effects the overall health and well-being on the individual

To conclude, the study gives the enlightening results pertaining to the usage of social media sites and proves that the usage of the networking sites have a negative impact on users in terms of their educational performance, privacy issues, physical and mental well-being and wastage of time.

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