

## A Study to Check the Influence of Social Media on Lifestyle of College Students in District Meerut, Uttar Pradesh

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### ABSTRACT

The study was conducted to check the influence of social media on lifestyle of college students. The sample comprised of 300 college students in which 150 males and 150 females of age (17- 21) years were selected randomly from different undergraduate and postgraduate colleges of district Meerut. Five point Likert scale technique were used for developing a questionnaire to perform analysis and designed to measure college student's opinion. Result indicates that social media has both positive and negative influence on lifestyle of college students.

**Keywords:** *Social media, lifestyle, Influence and college students*

In today's era digital India, social media plays an essential role in the every-day lifestyle journey especially in young aspirants and skillful youth of the society. Social media work as a powerful agent and influence the lifestyle pattern either in positive or negative aspects. In the modern lifestyle pattern social media work as a platform of sharing knowledge, skillful techniques, quick way to communicate and interact with others in terms of Apps, Instagram, Facebook, telegram, social networking sites, digital marketing and electronic teaching learning techniques, E-library, etc. just in one go and makes our life easy and happier ever. College going adolescence or young adults has powerful influence through social media, as they become mature and more career oriented it is important for parents and teachers to develop strong and friendly relation with their young ones which help them to understand in a better way, spend more time, sharing things with them aware them with the ethical use of social media along with prone and crone such as health hazard, cybercrimes, risky behaviour patterns so that they can't trap easily. Parents must council their young generation and aware with the real world and prepare them for the practical approach of life. In this modern cultural pattern social media is a boon for higher education an opportunity to fulfill all academic needs to enhance the skill and ability to perform well in life. (Brady, Holcomb & Smith, 2010; Lusk, 2010). (Biswas and Ghosh, 2019) found that impact of social media on students follows both positive and negative effect, study also claim that social media negatively impact on their health and academics. (Rawath and Kumar, 2019) investigate that social media cause not only health problems but also affect the culture

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values. Researcher also suggest that purpose of using social media sites should be clear to youth and with a clear mind set they should make maximum benefits of it.

### **Objectives**

The study was conducted to find out the following objectives.

- To find out the influence of social media as an essential part of male and female college students lifestyle.
- To find out the consumption of social media in male and female college students.
- To find out the influence of social media on the life style of college students.

### **METHODOLOGY**

This paper is an attempt to check the influence of social media on lifestyle of college student's. The five point Likert scale technique was used for developing a questionnaire and to perform analysis, designed to measure college student's opinion. The respondents were asked question related to influence of social media on their lifestyle.

**Sample and Sampling technique:** Total sample of 300 college students, 150 male and 150 female aged (17 to 21 years) were randomly selected from different colleges of district Meerut, Uttar Pradesh.

### **Delimitation of the study**

The investigation was delimited to only Meerut District of Uttar Pradesh.

The study was restricted to undergraduate and post graduate College students of Meerut district.

### **DATA ANALYSIS AND DISCUSSION**

**Table: 1. Do you feel social media is an essential part of your lifestyle?**

Do you feel social media is an essential part of your lifestyle?	Male				Female			
	Yes	percentage	No	Percentage	Yes	percentage	No	percentage
	110	73%	40	27%	95	63%	55	37%

**Figure: 1. Social media is an essential part of lifestyle**

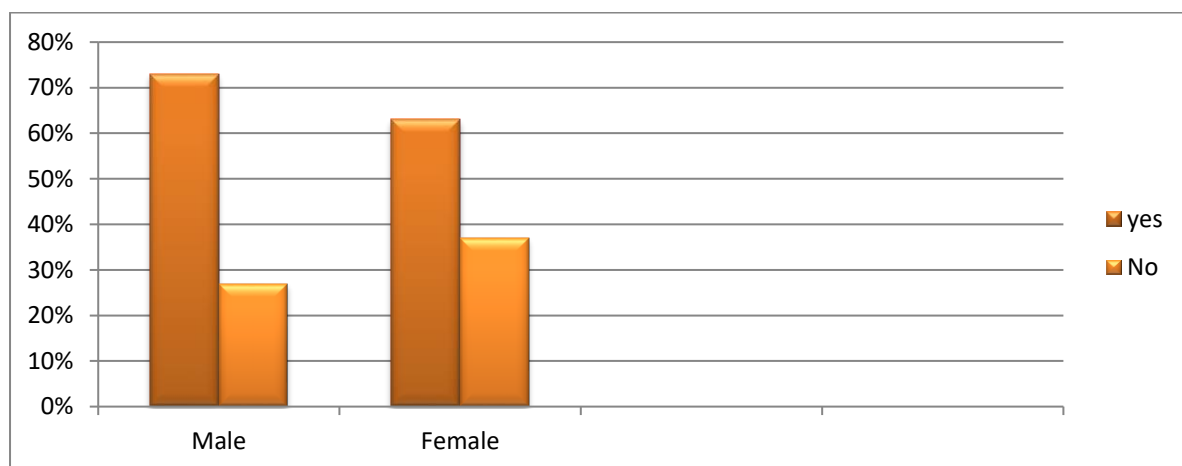


Table 1 shows gender wise respondent as social media is an essential part of their lifestyle, majority (73%) males whereas (63%) females respondent were shows yes social media is an

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essential part of their lifestyle, thus maximum male college students reflect yes when compared to female college students.

**Table: 2. Do you feel your social media consumption has increased, since last few years**

Do you feel your social media consumption has increased, since last few years	Male			Female		
	Parameters	Respondents	percentage	Parameters	Respondents	percentage
	Yes	120	80%	Yes	112	75%
No	30	20%	No	38	25%	
Total	150	100%	Total	150	100%	

**Figure: 2. social media consumption has increased, since last few years**

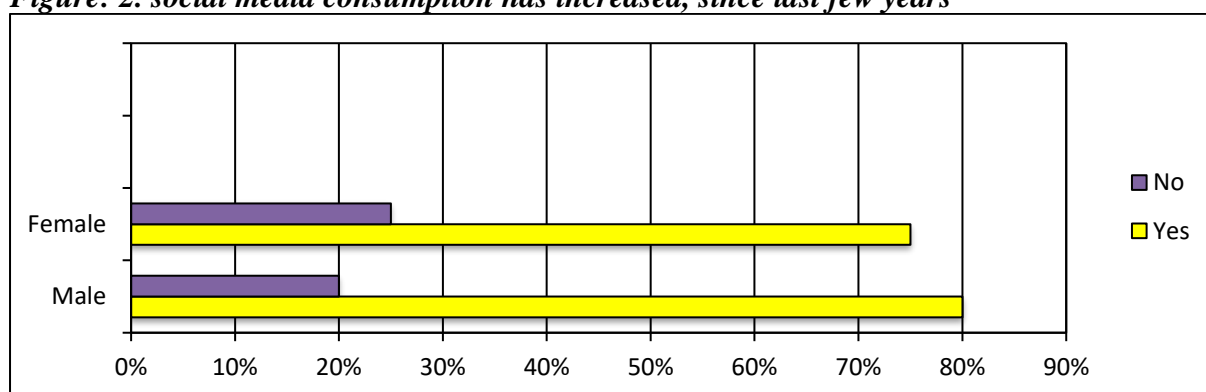


Table 2 shows that majority (80%) male respondent and (75%) female respondent stated as yes social media consumption has increased, since last few years. Thus maximum social media consumption were respondent in males as compared with female, only 5% difference were reflected between the male as compared to female college students consumption level of social media.

**Table: 3. Influence of social media on lifestyle of college students**

Respondent's Opinion	Strongly Agree	Agree	Disagree	Strongly Disagree	Neither	Total
Do you feel social media help you in learning new ways of education and upgrade your knowledge	150	100	15	10	25	300
	50%	33%	5%	3%	8%	100%
Do you feel social media enhance your personality and academic performance	127	145	5	8	15	300
	42%	48%	2%	3%	5%	100%
Do you believe that social media help you in identity formation	70	99	66	55	10	300
	23%	33%	22%	18%	3%	100%
Do you ever find social media helpful to relieve your stress	50	120	99	26	5	300
	17%	40%	33%	9%	2%	100%
Do you ever feel irritated with the notifications coming on your social media sites	132	100	30	28	10	300
	44%	33%	10%	9%	3%	100%
Do you have strong relationship with your online friends more than offline friends	120	130	20	18	12	300
	40%	43%	7%	6%	4%	100%

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Do you like to eat something while using social media sites	180	75	15	10	2	300
	60%	25%	5%	3%	0.6%	100%
Have you ever lost the track of your studies/work, due to the use of social media	100	155	25	5	15	300
	33%	52%	8%	2%	5%	100%
Do you ever feel that use of social media may destroy your personal values and lifestyle?	20	50	82	130	18	300
	7%	17%	27%	43%	6%	100%
Have you ever experience some health problem because of social media	52	97	70	36	45	300
	17%	32%	23%	12%	15%	100%
Do you feel social media enhances your skills, hobbies and develop the sense of creativity in you.	197	79	10	6	8	300
	66%	26%	3%	2%	3%	100%
Do you always more reliable on social media information in respect to other media	66	99	35	75	25	300
	22%	33%	12%	25%	8.3%	100%
Do you like to prefer online shopping rather than offline shopping	90	119	45	35	11	300
	30%	40%	15%	12%	4%	100%
Have you ever use your social media account for marketing and selling your products	60	90	70	50	30	300
	20%	30%	23%	17%	10%	100%
Do you feel social media update you with the current fashion trends	100	90	60	40	10	300
	33%	30%	20%	13%	3%	100%
Do you feel social media promote our culture and religious values	112	60	49	29	50	300
	37%	20%	16%	10%	17%	100%
Do you feel social media makes your life simpler and happier than ever before	170	70	29	19	12	300
	57%	23%	10%	6%	4%	100%

The study sought through question no. 1, social media help in learning new ways of education and upgrade knowledge: As shown in table 3 (question 1), the study reported that 50% strongly agree, 33% agree, 5% disagree, 3% strongly disagree and 8% respondent opinion as neither agree nor disagree with the statement, therefore college students were strongly agree by the statement that social media help in learning new ways of education and upgrade knowledge.

The study reflects that social media enhance the personality and academic performance; as shown in Table 3 (question 2) indicates that 42% were strongly agree, 48% were agree, 2% were disagree, 3% were strongly disagree and 5% respondent opinion as neither, thus college students were agree with the statement that social media enhance their personality as well as academic performance.

The respondents were asked through question no. 3, social media help in identity formation: as shown in table 3 (question 3), reflects that 23% strongly agree, 33% agree, 22% disagree, 18% strongly disagree and 3% respondent were stated neither, thus college students were agree with the statement that social media help in identity formation.

The study further presented with question 4, social media helpful in relieve your stress: as shown in table 3(question 4), indicates that 17% strongly agree, 40% agree, 33% disagree, 9% strongly disagree and only 2% respondents were stated as neither, hence maximum no of

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college students were agree with the statement that social media helpful in relieve your stress.

The study seeks participants through question 5, Do you ever feel irritated with the notifications coming on your social media sites? As shown in table 3 (question 5), proves that 44% strongly agree, 33% agree, 10% disagree, 9% strongly disagree, 3% neither, therefore 44% college students were strongly agree that notifications coming on social media sites feel irritated to them.

The study sought through question 6, Do you have strong relationship with your online friends more than offline friends? As shown in table 3 (question6) reflects that 40% strongly agree, 43% agree, 7% disagree, 6%strongly disagree and only 4% says neither, thus majority of college students were agree with the statement that they have strong relationship with their online friends more than offline friends.

The study further move towards the question 7, Do you like to eat something while using social media sites? As shown in table 3(question 7), suggested that 60% strongly agree, 25% agree, 5% disagree, 3% strongly disagree, and 0.6% says neither, although maximum college students were strongly agree with the statement that they like to eat something while using social media sites.

The respondents were asked through question 8, Have you ever lost the track of your studies due to social media: as shown in table 3 (question8), proves that 33% strongly agree, 52% agree, 8% disagree, 2% strongly disagree and 5% support to neither, therefore maximum college students were agree that they lost the track of their studies due to social media.

The study sought through question no. 9, social media may destroy their personal values and lifestyle, as shown in table 3 (question 9), reported that 7% strongly agree, 17% agree, 27% disagree, 43% strongly disagree and 6% respondent were stated neither, thus college students were strongly disagree with the statement that social media may destroy their personal values and lifestyle.

The study further proceed with question 10, Have you ever experience some health problem because of social media: as shown in table 3(question 10), suggest that 17% were strongly agree, 32% were agree, 23% disagree, 12% strongly disagree and 15% were neither, thus it proves that maximum college students experience some health problem because of social media.

The study seeks participants through question 11, social media enhances your skills, hobbies and develop the sense of creativity: as shown in table 3 (question11), shows that 66% respondent were strongly agree, 26% agree, 3% disagree, 2% strongly disagree, 3% says neither, hence majority of college students were strongly agree with the statement that social media enhance their hobbies and creativity skills.

The study reflects through question 12, social media information are more reliable in respect to other media: as shown in table 3(question12), shows that 22% strongly agree, 33% agree, 12% disagree, 25% strongly disagree and 8.3% were neither, thus it shows that 33% college students were Agree that they always reliable on social media information in respect to other media.

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The study further suggests through question 13, do you like to prefer online shopping rather than offline shopping: as shown in table 3 (question 13), reflects that 30% respondent were strongly agree, 40% were agree, 15% were disagree, 12% were strongly disagree and only 4% were says neither, hence the college students were agree that they prefer online shopping rather than offline shopping.

The study sought through question 14, have you ever use your social media account for marketing and selling your products: as shown in table 3 (question14), shows that 20% were strongly agree, 30% were agree, 23% disagree, 17% strongly disagree and 10% were neither, therefore 30% college students were agree that they use their social media account for marketing and selling products.

The study further move towards question 15, social media update with current fashion trends: as shown in table 3(question15), reflect that 33% were strongly agree, 30% were agree, 20% were disagree, 13% were strongly disagree and 3% were neither. Hence, majority of college students were strongly agree that social media update them with current fashion trends.

The study sought through question 16, social media promote our culture and religious values: as shown in table 3(question 16) shows that 37% were strongly agree, 20% were agree, 16% were disagree, 10% were strongly disagree and 17% were neither, thus 37% college students were strongly agree that social media promote our culture and religious values.

The study seeks participants through question 17, social media makes your life simpler and happier than ever: as shown in table 3 (question17) shows that 57% were strongly agree, 23% were agree, 10% were disagree, 6% were strongly disagree and 4% were neither, therefore, majority college students were strongly agree that social media makes life simpler and happier than ever before.

### **CONCLUSION**

The current study is sought to investigate the influence of social media on the lifestyle of college students in Meerut district aged up to 17-21 years through a five point likert scale. From the above study it is concluded that social media is an essential part of college male and female student's lifestyle, it is conjointly indicating that consumption of social media has increased in last few years by male and female college students. However, on the other hand it is noticed that social media influenced the lifestyle of college students in both positive and negative manner. After analysis the study sought through 50% college students strongly agree that social media help in learning new ways of education and upgrade their knowledge. Study shows that maximum college students 48% agree that social media enhance their personality as well as academic performance. Study also pointed out that 33% college students agreed that social media help in their identity formation. Study consequently concluded that 40% college students agreed that social media helpful in relieve their stress, study reflect 44% college students strongly agree that notifications coming on social media sites feel irritated to them. In the current study majority of 43% college students agreed that they have strong relationship with their online friends more than offline friends. On the other hand, the negative influence of social media on the lifestyle of college students reveals that maximum 60% college students strongly agreed that they like to eat

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something while using social media sites, another aspect of negative influence of social media on the life style is that 52% college students agreed that they lost the track of their studies due to social media. Study also indicates that 43% college students strongly disagreed that social media may destroy their personal values and lifestyle. Another negative influence that study proves 32% college students experience some health problem because of social media. Study also conjointly reveals that 66% college students were strongly agreed that social media enhance their hobbies and creativity skills, although 33% college students agreed that they always reliable on social media information in respect to other media. Study shows 40% college students agreed that they prefer online shopping rather than offline shopping. However, 30% college students agreed that they use their social media account for marketing and selling products. It was pointed out that 33% college students strongly agreed that social media update them with current fashion trends. As a positive influence of social media on lifestyle of college students indicates that 37% strongly agreed that social media promote our culture and religious values, it is conjointly concluded that 57% strongly agreed that social media makes life simpler and happier than ever before. Thus, based on above response of the college students it is concluded that family environment, parental education, awareness, acknowledgement and their positive relationship with their off-springs plays an essential role in shaping their future and aware them with all the consequence of social media influence either positive or negative, prepare them strongly to face the world with an open mind set for the better living.

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### **Conflict of Interest**

The author(s) declared no conflict of interest.

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