

IMPACT OF SOCIAL MEDIA ON BEHAVIOUR AND PERSONALITY OF PRE-UNIVERSITY STUDENTS OF DHARWAD DISTRICT

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ABSTRACT

The purpose of the present study was to find out the relationship of social media with behavior and personality of students studying in pre-university colleges of Dharwad district of Karnataka state with regard to their gender, localities, type of college and different stream of study. A sample of 200 students were randomly selected for this study. And correlation analysis treatment was given to find out the significance between the social media and behavior and personality of the students. For this purpose six objectives were framed according to the objectives hypotheses were tested. The findings of study reveals that there is a positive significant relationship between social media with behaviour and personality with respect to male and female, rural and urban, government and private college, arts and science stream, arts and commerce stream and science and commerce stream college students. Further, it was concluded that the personality scores more closely to social media than behavior scores of college students. So the positive impact of social media on personality of the students it seems better.

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Introduction:

Social media are interactive technologies and digital channels that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. The gadgets are becoming the close companion of this generation students, especially the access to smart phones with the internet connection seem to be more attractive and favorable than books for the students of this millennial for diverse reasons. The new generation social media, popularly referred to as web 2.0 technologies has been embraced by not only students but people of all ages for various purposes. Most of the parents also are found to be supportive by allowing their children use such web based technologies. We also find few teachers mostly in higher education using some of these social media forms for their professional development or to communicate with students, parents or colleagues. Yet, the fact that students are far ahead of their teachers with regard to the use of technology, has to be accepted. The increasing popularity of social media suggests that they are here to stay with us and we need to be ready to evolve with the new forms of technological evolution. With the advent of technology the health and in turn the achievement of an individual is greatly affected in a broader sense. There is vast amount of information available and scope for various types of activities to carry out via different social media platforms that have both positive as well as negative effect on the minds and in turn the academic achievement of adolescents.

Personality can be said to have its origins in the fundamental idea that people are distinguished by their characteristic individual patterns of behaviour—the distinctive ways in which they walk, talk, furnish their living quarters, or express their urges. Whatever the behaviour, personologists—as those who systematically study personality

are called—examine how people differ in the ways they express themselves and attempt to determine the causes of these differences.

Behavioral disorders also known as conduct disorders are one of the most common forms of psycho pathology among children and young adults and is the most frequently cited reason for referral to mental health services in schools. The appearance of behavioral disorders is increasing dramatically in Pune's secondary school classrooms in last decade. As a result their presence severely constrains the ability of the school systems to educate students effectively. The prevalence of behavioral problems among children and young adults is substantial.

The notion that behavior is learned student's behaviors are shaped by the expectations and examples provided by important adults like parents and teachers in their lives and by their peers. In the elementary to secondary grades, general education classroom teachers are arguably the most important adults at school for the large majority of students. As such, they can play a critical role both in proactively teaching and reinforcing appropriate student behaviors and in reducing the frequency of behaviors that impede learning. Accepting responsibility for the behavioral learning of all students is a natural extension of the responsibility for the academic learning of all students that general education teachers exercise with such purpose every day. Factors affecting Student's behavior include socioeconomic status, number of students in the grade, gender, parental education, type of school attended and academic ability.

Objectives:

1. To investigate the relationship between the use of social media with behavior and personality of male and female college students.
2. To investigate the relationship between the use of social media with behavior and personality of rural and urban college students.

3. To investigate the relationship between the use of social media with behavior and personality of government and private college students.
4. To investigate the relationship between the use of social media with behavior and personality of Arts and science stream students.
5. To investigate the relationship between the use of social media with behavior and personality of Arts and commerce stream students.
6. To investigate the relationship between the use of social media with behavior and personality of science and commerce stream students.

Hypotheses:

1. There is no relationship between the use of social media with behavior and personality of male and female college students.
2. There is no relationship between the use of social media with behavior and personality of rural and urban college students.
3. There is no relationship between the use of social media with behavior and personality of government and private college students.
4. There is no relationship between the use of social media with behavior and personality of Arts and science stream students.
5. There is no relationship between the use of social media with behavior and personality of Arts and commerce stream students.
6. There is no relationship between the use of social media with behavior and personality of science and commerce stream students.

Design of the study:***Method:***

The present study is a survey type research, which support for the investigating the relationship between usage of media with behavior and personality of college students from Dharwad district of Karnataka State. The study also tried to investigate the relationship of these variables with gender, location, type of colleges and the streams opted by the students.

Sample:

Total sample of 200 college students are involved in the present study so that the investigator used the random sampling technique for data collection purpose from the different colleges located in Dharwad district.

Variables:**Independent variables:**

- Use of social media

Dependent Variable:

- Behaviour and
- Personality

Tools used:

The following tools were used for the present study.

- a) Social media scale developed by the investigator(2020)
- b) Behaviour scale developed by the investigator(2020)
- c) Personality inventory was standardized by Yashvir Singh and Har Mohan Singh(2011)

Data collection :

To know the relationship between social media with behavior and personality of pre-university college students studying in different pre-university colleges in Dharwad district. For the collection of data the investigator took all the three tools to

the different pre-university colleges and administer the same. Here the investigator followed the detail procedure of the data collection. All the personal information given by the students were kept confidential.

Analysis of Data:

After data was collected and classified, it was subjected to statistical test of significance correlation coefficient technique was applied.

Table– 1 Correlation Coefficient between Social media with Behaviour and Personality of male and female college students

Dependant Variables	Social Media of Male and Female students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.3699	5.6028	<0.05	S
Personality	0.5479	9.2167	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.3699) and personality scores (0.5479) at 0.05 level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Table– 2 Correlation Coefficient between Social media with Behaviour and Personality of rural and urban college students

Dependant Variables	Social Media of Rural and Urban students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.5016	5.9972	<0.05	S
Personality	0.4794	5.6506	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.5016) and personality scores (0.4794) at 0.05 level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Table-3 Correlation Coefficient between Social media with Behaviour and Personality of students studying in government and private colleges

Dependant Variables	Social Media of Government and Private college students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.2764	2.7127	<0.05	S
Personality	0.6160	7.3767	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.2764) and personality scores (0.6160) at 0.05 level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Table-4 Correlation Coefficient between Social media with Behaviour and Personality of Arts and Science stream students

Dependant Variables	Social Media of Arts and Science Stream students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.3167	3.1145	<0.05	S
Personality	0.5422	6.0185	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.3167) and personality scores (0.5422) at 0.05

level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Table–5 Correlation Coefficient between Social media with Behaviour and Personality of Arts and Commerce stream students

Dependant Variables	Social Media of Arts and Commerce stream students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.2645	2.8629	<0.05	S
Personality	0.5332	6.5793	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.2645) and personality scores (0.5332) at 0.05 level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Table–6 Correlation Coefficient between Social media with Behaviour and Personality of Science and Commerce stream students

Dependant Variables	Social Media of Science and Commerce stream students			
	Correlation coefficient (r)	t-value	p-value	Signi.
Behaviour	0.4333	4.4848	<0.05	S
Personality	0.5628	6.3510	<0.05	S

The above table reveals that there is a positive significant relationship between social media and behaviour scores (0.4333) and personality scores (0.5628) at 0.05 level of significance. This shows that behaviour scores and personality scores are closely related with independent variable.

Major findings of table 1 to 6

1. There is a positive significant relationship between social media with behaviour and personality of male and female college students.
2. There is a positive significant relationship between social media with behaviour and personality of rural and urban college students.
3. There is a positive significant relationship between social media with behaviour and personality of government and private college students.
4. There is a positive significant relationship between social media scores with behaviour and personality of arts and science students.
5. There is a positive significant relationship between social media scores with behaviour and personality of arts and commerce students.
6. There is a positive significant relationship between social media scores with behaviour and personality of science and commerce students.

Conclusions:

On the basis of the present findings of the study the following conclusions could be drawn that there is a positive significant relationship between social media with behavior and personality of male and female, rural and urban, government and private and among arts, science and commerce students studying in different pre-university colleges. Further, it was concluded that the personality scores more closely to social media than behavior scores of college students. So the positive impact of social media on personality of the students it seems better.

Educational Implications:

On the basis of the findings of the study and observations made by the investigator during the study, a few educational implications which may help us to understand the behavior and personality of the students and to improve the educational system. Parents of adolescents should showcase democratic parenting style which includes taking into account of their wards' opinions, likes, dislikes and put forward suggestions in a friendly way. Students need to be educated to have a strong purpose that is appropriate for them to productively spent time while using social media. It is necessary to have counselors in every school, college, and university to cater to behavior needs of students on regular intervals. This will also help to identify those affected at the earliest and avoid further damage to our young minds. . Social media usage must be scheduled appropriately in order to ensure its utility and productivity to the extent it must be as per the need of an individual. As pre-university college students at this stage are more inclined towards peer group, it is the college lecturers who can notice many early signs of changes in their behavior, attitude and hence their balance in behavior and personality development. Self regulation needs to be imbibed among the digital natives as it is not practical to keep observing their online activities and offline behavior always.

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