THE IMPACT OF SOCIAL NETWORKING SITES ON THE LIFESTYLE OF COLLEGE STUDENTS IN COIMBATORE DISTRICT

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ABSTRACT
    Millions of people specifically use social networking sites on a regular basis across the globe for different reasons. A big part of social network users is made up of youths where most of them are college or university students. In the present study an attempt has been made to find out the prime aspects that lead to influence the lifestyle of college students in Coimbatore district. The data used in the study or primary in nature which has been collected through the issue of structured questionnaire. A sample of eight hundred and forty students from sixty colleges has been selected through snowball sampling method. Simple percentage analysis, weighted mean score and chi-square test are applied to analyse the data. This study found that the students lifestyle is high with positive factors followed by negative factor which signifies that the students lifestyle is high with positive factors. Further, the study indicates that majority of the students have moderate level of lifestyle and the variables like age, earning members in the family, family income per month, period of using, late night usage, member in social media, number of contacts in social media and level of usage are found to be associated with the level of lifestyle of social networking sites by the college students.

KEYWORDS: Lifestyle – Influencing Variable – Arts and Science College students

1. INTRODUCTION
    Social networking sites refers to array of applications such as WhatsApp, Facebook, Twitter, Instagram, and YouTube etc. and websites through which people share the information and appreciate major events that happens around them. Social media is in progress from the early of the 21st century. Social media tools provide better way of opportunities and interaction to learn different foreign languages. With the advent of social media, the world becomes a global village. Through social media platforms, users can connect with other people within seconds, share their ideas, and provide comments on different area of interest and issues. People of different culture can also talk on any issue and also search for information about other countries (**Sushma Rawath.S et.al., 2019).**

2. LITERATUREREVIEW

The studies carried out with regard to usage of social networking sites for academic, economic and social achievements by the college students in India and abroad are reviewed in the paragraph that follows.

Zahid Akram et al. (2015) discloses that the users of SNS avoid social gathering and had less physical interaction with people. Use of SNS had made young generation more confident, creative, well dressed, social related to each other, well behaved and brought improved in language. However more use of SNS resulted in different kinds of health problems such as weakness in eye sight, headache, laziness, tension and backache. **Tolga Gok (2016)** He finds that the usage of social networking sites has negative impacts on students' studying, performance and habit. This study indicated that the majority of the students spend more time on social media instead of studying academic courses. **Kulandairaj (2014)** discloses that Social Networking Sites can provide all the ways and means to develop personal and social aspects, the young people have to explore the potentialities of these sites. Even though it creates a few negative impacts on youth, we cannot think of a world without these sites today. So, corrective and preventive measures should be taken towards these negative effects and the young people should be well educated and must have proper awareness regarding such problems of Social Networking Sites.

3. STATEMENT OF THE PROBLEM

India has always placed a important value on personal relationships and their cultivation and preservation. Traditions and values are the most common components of Indian society and these elements only specify the nature of interpersonal relationships that one is involved in. Yet a forceful change has been noticed in this area. A detailed and crucial analysis thus is required not only to understand the situation better but also furnish the denominators along with solutions. Social Networking Sites are like a drug to the current generation and is certainly affecting the interpersonal relationships among college students in India. **Zahid Akram et al. (2015)** observe that the users of social networking sites avoid social gathering and had less physical interaction with people. Use of SNS had made young generation more confident, creative, well dressed, social related to each other, well behaved and brought improved in language. However more use of SNS resulted in different kinds of health problems such as weakness in eye sight, headache, laziness, tension and backache. It raises the following question: What are the various sources of awareness? What is the impact of usage of social networking site on the lifestyle of the college students?

4. OBJECTIVES OF THE STUDY

The following are the objectives of the study.
1. To study the impact ofsocial networking site on the lifestyle of the college students.
2. To identify the variables influencing their level of lifestyle of the college students.

5. RESEARCH METHODOLOGY

The present investigation is mainly based on the primary data which have been collected from the college students in various arts and science colleges in Coimbatore district through the issue of structure questionnaire. The questionnaire contains questions relating to the personal profile and the usage of social networking sites by the college students. The study consists of 840 students which have been collected from 60 arts and science colleges in the district using snowball sampling method. The data gathered from the college students have been analyses by using weighted average score and chi-square test.

6. RESULTS OF THE STUDY

The findings of the study are segregated into two broad sections namely, impact of social networking sites on lifestyle of college students and the variables associated with their level of lifestyle of social networking sites by the college students.

(i) Prominent Factors Considered for Measuring Lifestyle of College Students

The lifestyle of college students may vary from one to another. To know and measure the most prominent factor that leads to the lifestyle of college students, weighted mean score analysis has been employed by considering seventeen variables under two heads and the findings of the analysis are given below.

Table 1: Prominent Factors Considered for Measuring Lifestyle of College Students– Weighted Average Score

Lifestyle	Average	Weighted Average
(i) Positive Factors		
(i) Creates awareness	4.24	3.92
(ii) Sharing lecture material	3.88	
(iii) Easy communication	4.11	
(iv) Helps to maintain contacts	3.90	
(v) Reduces the cost of purchasing books	3.70	
(vi) Improves confidence	3.88	
(vii) Improves social and communications skills	4.00	
(viii) Increases knowledge	4.06	
(ix) Reduces stress	3.51	
(ii) Negative Factors		
(i) Lack of critical thinking	3.68	3.44
(ii) Waste of time	3.45	
(iii) Disrupted writing skills	3.49	
(iv) Leads to breakups on study connectivity	3.42	
(v) Increases cyber-bullying	3.31	
(vi) Creates laziness	3.56	
(vii) Creates depression, worry, etc.,	3.33	
(viii) Problematic communications	3.33	

From the above table, it is found that among the various lifestyle variables considered, the mean score value, based on positive factors is found high with 'Creates awareness' i.e., 4.24 where as it is found low with 'Reduces stress'. On the other, the mean score value, based on students lifestyle on negative factors, is found high with 'Lack of critical thinking' i.e., 3.68 while it is found low with 'Increases cyber-bullying'.

Finally, the overall weighted mean score represent that among the various students lifestyle variables considered, the mean value is found high with 'positive factors' i.e., 3.92 then the mean score value of 'negative factors' i.e., 3.44, which signifies that the students lifestyle is high with 'positive factors'.

(ii) Lifestyle of College Students

This section deals with the college students level of lifestyle and the variables considered for measuring and leading their level of lifestyle of college students based on Chi-square test.

(a) Level of Lifestyle of College Students

Students lifestyle on various social networking sites has been measured by giving scores to lifestyle related questions. Seventeen such questions are included in the questionnaire. The answers to the questions have been rated on five-point scale. Thus, the maximum score a student would get is 85.The scores obtained by each student is divided by 85 and multiply by 100 to convert it into an index. This index is termed as 'lifestyle index'. Based on the lifestyle index, the students are divided into three groups as students with low, moderate and high level of lifestyle. In order to classify the students such groups, quartiles have been made use of. Accordingly, students with lifestyle index ranging up to 62.85 are termed as students of low level of lifestyle; those with usage index between 62.86 and 85.00 are termed as students of moderate level lifestyle and those students with usage index above 85.01 are termed as students of high level of lifestyle. Of the 840 students, 148 (17.62%) have low level of lifestyle; 576 (68.57%) have moderate level of lifestyle and the remaining 116 (13.81%) have high level of lifestyle.

(b) Variables Considered for Level of Lifestyle of College Students

Twenty four variables namely gender, age, degree pursuing, discipline, marital status, type of family, earning members in the family, non-earning members in the family, size of the family, family income per month, pocket money per month, type of college, type of accommodation, language preference for searching, device preferred, period of usage, late night usage, member in social network, contacts in social network, share news on social media, frequency of sharing news, accept unknown persons friend request,parents awareness and level of usage have been selected in order to test whether there really exist any association between each of the variable and level of lifestyle. Chi-square test has been applied to test the association between each of the variables and level of lifestyle. Levels of significance chosen are one and five percent.

Table 2: Select Variables and Level of Lifestyle of College Students - Chi-square Test

Variables Considered	d.f	Calculated χ^2 Value	Table Value		Remarks
			5%	1%	
Gender	2	2.036	5.991	9.210	Not Significant
Age	2	8.771*	5.991	9.210	Significant
Degree Pursuing	6	4.298	12.592	16.812	Not Significant
Discipline	8	3.110	15.507	20.090	Not Significant
Marital Status	2	5.591	5.991	9.210	Not Significant
Type of Family	2	1.099	5.991	9.210	Not Significant
Earning members in the family	4	10.562 *	9.488	13.277	Significant
Non-earning members in the family	4	1.209	9.488	13.277	Not Significant
Size of the family	4	1.811	9.488	13.277	Not Significant
Family income per month	6	20.334 **	12.592	16.812	Significant
Pocket money per month	6	5.787	12.592	16.812	Not Significant
Type of College	4	6.772	9.488	13.277	Not Significant
Type of Accommodation	4	7.183	9.488	13.277	Not Significant
Language preference for searching	2	0.887	5.991	9.210	Not Significant
Device Preferred	4	1.883	9.488	13.277	Not Significant
Period of using	6	21.267**	12.592	16.812	Significant
Late night usage	6	21.614 **	12.592	16.812	Significant
Member in social media	4	12.236*	9.488	13.277	Significant
Number of Contacts in social media	6	23.357 **	12.592	16.812	Significant
Share news on social media	2	0.717	5.991	9.210	Not Significant

Frequency of sharing news	6	6.608	12.592	16.812	Not Significant
Accept unknown persons friend request	8	6.622	15.507	20.090	Not Significant
Parents awareness about Social Networking	2	2.594	5.991	9.210	Not Significant
Level of Usage	4	130.584 **	9.488	13.277	Significant

* Significant at five per cent level   ** Significant at one per cent level

      Out of the total seventeen variables selected for testing, eight variables are found to be associated with the level of lifestyle of social networking sites by the college students. Of which, age, earning members in the family and member in social media are found to have significant association at five per cent level whereas the variables like family income per month, period of using, late night usage, number of contacts in social media and level of usageare found to have high significant association with the level of lifestyle of social networking sites by the college students at one per cent level.

7. CONCLUSION

      From the study it is found that the students lifestyle is high with positive factors followed by negative factor which signifies that the students lifestyle is high with positive factors. Further, the study indicates that majority of the students have moderate level of lifestyle and the variables like age, earning members in the family, family income per month, period of using, late night usage, member in social media, number of contacts in social media and level of usageare found to be associated with the level of lifestyle of social networking sites by the college students. Hence, it is suggested that the positive factors may creates awareness among the college students and college students spend too much time during the day using social media.

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