



“A STUDY TO ASSESS THE IMPACT OF SOCIAL MEDIA USE ON LEARNING, SOCIAL INTERACTION AND SLEEP DURATION ON STUDENT’S LIFE IN SELECTED COLLEGES OF NADIAD CITY.”

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ABSTRACT

Social media is defined as "technologies that made social communication easy and enabled discussions among its participant." Social networking sites have changed how we engage with each other in person, how we obtain information, and how our social networks and friendships operate.⁽¹⁾ Additionally, the amount of time students spends daily utilizing social networks decreases the quality of their sleep and increases depression as well as impact on learning ability and social interaction using of social media impact on college students both : positively & negatively in learning, social interaction and sleep duration⁽²⁾

AIMS: The essence of this research work is to primarily study the influence of social media on the learning ability, sleeping pattern and social interaction of students.

METHODOLOGY: A Quantitative research study was conducted. 100 college students from 1st and 2nd year were chosen for the study. A standardized questionnaire was used to examine their sociodemographic profile, structured 4-point Likert Scale to assess the impact of social media on learning, Social Interaction and Sleep duration. Descriptive and Inferential statistics were used to analyze the data.

RESULT: In this study total 100 students are participated the result revealed than 48(48%) students have moderate impact of social media on learning, 50(50%) students have moderate impact of social media on social interaction, 55(55%) students have moderate impact of social media on sleep duration.

CONCLUSION: The purpose of present study is to a Descriptive study to assess the effect of social media on learning, social interaction and sleep duration among students in selected colleges of Nadiad city. Based on the findings, social media occupies the most important part of the student’s life. It consumes most of their productive hours and results in anxiety, depression, loneliness, attention deficit, hyperactivity disorder and addiction. The students who addicted by dopamine spend excess time on social media sleeps only fewer hours in the night time. This makes them become stressed and sleepy in their daily classes which makes in the reduction of the concentration level of students. This study also reveals that student who do not have proper sleeping habit tend to be less interactive to lecture that result in poor academic performance.

KEY WORDS: Assess, impact, social media, learning, social interaction, sleep, student’s.

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INTRODUCTION:

Social media is a kind of communication that has an impact on almost every aspect of daily life. According to research, using social media can become addictive, which can seriously harm a person's life in a number of different ways. The purpose of this study is to ascertain how social networking sites affect students' learning ability, social interaction and sleeping pattern⁽³⁾

According to a survey, students highly recommend using social networking sites to keep in touch with friends and stay informed and aware of events. Online interpersonal relationships may take longer to develop than face-to-face interactions, but once they do, they have the same impact as face-to-face contact, according to the social information processing hypothesis of interpersonal communication. Accordingly, the more students use social media, the more they have an impact on how they approach their studies since friends on social media start to influence one another. The study's findings indicate that kids who use social networks during the day perform worse academically. Additionally, the amount of time students spend daily utilizing social networks impact on learning ability, social interaction and sleeping pattern⁽²⁾

All kinds of relationships can be impacted by social media, both positively and negatively. Although it may result in less quality face-to-face interaction, it can help people stay connected⁽⁴⁾

Social media's advantageous influence on relationships:⁽⁵⁾

1. Facilitates increased connectedness
2. Promotes improved communication
3. Facilitates sexual gratification

Social media's adverse influence on relationships:⁽⁵⁾

1. Contributes to functional deficits
2. Lessens relationship happiness and quality time.
3. Offers a channel for actions connected to infidelity.

Social media's Impact on Sleeping Patterns:

People of all ages are suffering from an epidemic of sleep deprivation as a result of social media. They are awakened throughout the night by the "beeps" and "dings" of new messages. No matter what time of day (or night), they have been waiting for the sound of a fresh message, and when it does arrive, they are eager to respond to whatever and whoever the message may be about. This addiction has been controlled, albeit at the expense of restful sleep. The modern generation has been shunning the idea of sleeping, only to crucial downtime⁽⁶⁾ Digital age elements that contribute to poor sleep health include the dread of missing out when using electronic devices for social media surfing, blue light from those gadgets, and loud alarms and notifications⁽⁷⁾

OBJECTIVES:

- 1) To evaluate the influence of social media usage on students' learning abilities.
- 2) To examine the impact of social media usage on students' interpersonal interaction skills.
- 3) To investigate the effects of social media usage on sleep patterns.

ASSUMPTION:

- I. Social media may have positive impact on social interaction on student's life in selected colleges of Nadiad city.
- II. Social media may have negative impact on learning and sleep duration on student's life in selected colleges of Nadiad city.
- III. There may be a significant association between the socio-demographic variable and impact of social media on learning, social interaction and sleep duration on student's life in selected colleges of Nadiad city.

MATERIAL AND METHODS:

The approach of study was Quantitative Research Design. Variables under this study were Demographic Variables and Research Variables. The present study was conducted in the selected colleges of Nadiad City.

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In this study, the target population consisted of 1st and 2nd year students who are studying at selected colleges of Nadiad City. The samples in the study were selected through a Non-probability purposive sampling technique. The size of the sample was total 100 students of selected colleges of Nadiad city. Students who are willing to participate in the study. And who are read and write English/Gujarati language. And students who using social media are included in this study. Students who will not be available at the time of data collection are excluded from this study. For data collection demographic data sheet, structured 4-point Likert scale were used.

SECTION I: This section deals with analysis and assessment of distribution of sample characteristics according to socio demographic variables of participants.

Table 1 Frequency and percentage distribution of selected demographic variable of students.

SR NO.	DEMOGRAPHIC DATA	FREQUENCY N=100	PERCENTAGE
1.	Age in years		
	18-19 years	47	47%
	20-21 years	43	43%
	21-22 years	3	3%
	22 year above	7	7%
2.	Gender		
	Male	64	64%
	Female	36	36%
	Other	0	0%
3.	Type of Family		
	Nuclear family	17	17%
	Joint family	73	73%
	Extended family	7	7%
	Any other	3	3%
4.	Family monthly income		
	5,000-15,000	29	29%
	15,000-25,000	28	28%
	25,000 above	43	43%
5.	Do you have your personal smartphone?		
	Yes	95	95%
	No	5	5%
6.	Since how many years you are using social media?		
	Less than 2 years	48	48%
	2-5 years	41	41%
	More than 5 years	11	11%
7.	Which type of social media you are using?		
	Facebook	3	3%
	Instagram	9	9%
	WhatsApp	19	19%
	Snapchat	0	0%
	All of above	69	69%
8.	Which type of content you more prefer on social media?		
	Reels	11	11%

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	Comedy	12	12%
	Motivational	1	1%
	Romantic	2	2%
	News	8	8%
	Web series	7	7%
	All of above	59	59%
9.	How many time you are frequently checking your social media notification?		
	2-5 Minutes	23	23%
	5-10 Minutes	33	33%
	30-60 Minutes	23	23%
	More than 60 minutes	21	21%

Table no 1 in this study, a total of 100 participants were included the majority of participants were in the age range of 18 to 19 years (47%) with a smaller proportion in the age range of 21 to 23 years (3%). Regarding gender 64 participants were male (64%) and 36 were female (36%) while the majority were male (64%) There were no transgender participants in the study. In terms of educational status 100 number of participants were enrolled in B.Sc. In family there are (73%) joint family and in smaller proportion 3% any other types of family. Majority (43%) 25000 above salary and (28%) in between 15000 to 20000. (95%) participants have personal smartphone and (5%) participants don't have personal smartphone. Majority (48%) participants since less than 2 year using social media in that smaller number (11%) of participants more than 5 years using social media. Majority of participants using all type of social media (Facebook, Instagram, Twitter, WhatsApp, snapchat) (0%) participants there is nobody use of snapchat. Mostly participants prefer all type of content (Reels, comedy, motivational, romantic, news, web series) only (1%) participants prefer motivational content. There are (33%) participants frequently checking notification of social media small proportion (21%) participants checking notification more than 60 mins.

SECTION II: This section deals with analysis and assessment of impact of social media on learning, social interaction and sleep duration among college students.

Table No 2: Effect of social media on learning among college students (N=100)

SR NO	LEVEL OF EFFECT OF SOCIAL MEDIA ON LEARNING	FREQUENCY	PERCENTAGE
1	Mild	24	24%
2	Moderate	48	48%
3	Severe	28	28%

Above table no 2 is showing level of effect of social media on learning among college students 24(24%) is mild level of effect, 48(48%) moderate level of effect, 28 (28%) is severe level of effect on learning.

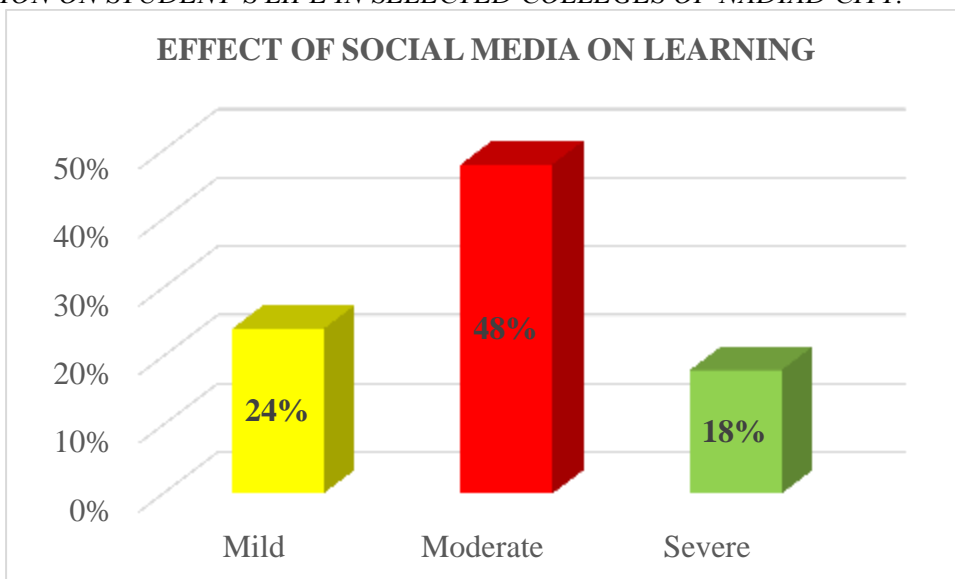


Table No 3: Effect of social media on social interaction among college students (N=100)

SR.NO	LEVEL OF EFFECT OF SOCIAL MEDIA ON SOCIAL INTERACTION	FREQUENCY	PERCENTAGE
1	Mild	27	27%
2	Moderate	50	50%
3	Severe	23	23%

Above Table no 3 is showing level of effect of social media on social interaction among college students 27(27%) is mild level of effect 50(50%) is moderate level of effect, 23 (23%) is severe level of effect on social interaction.

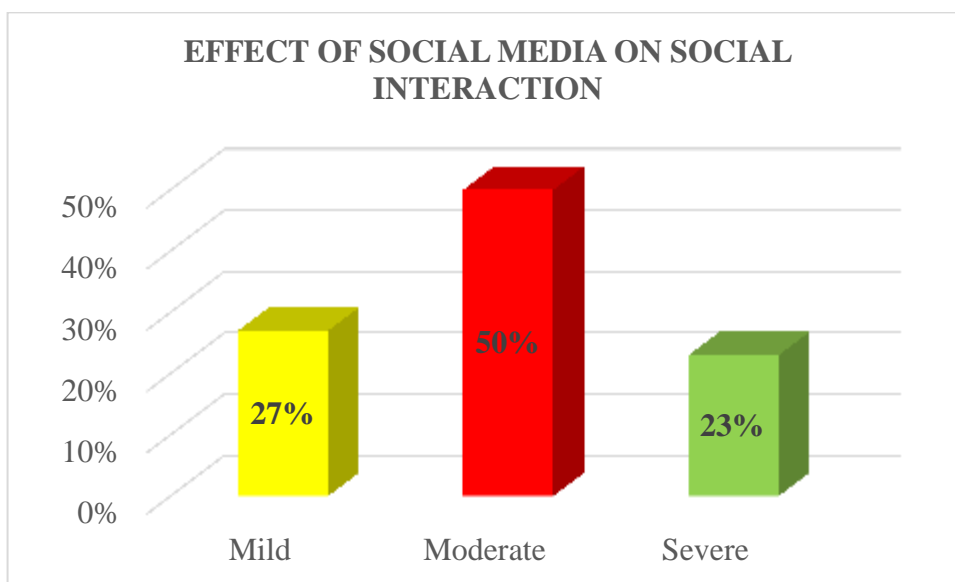
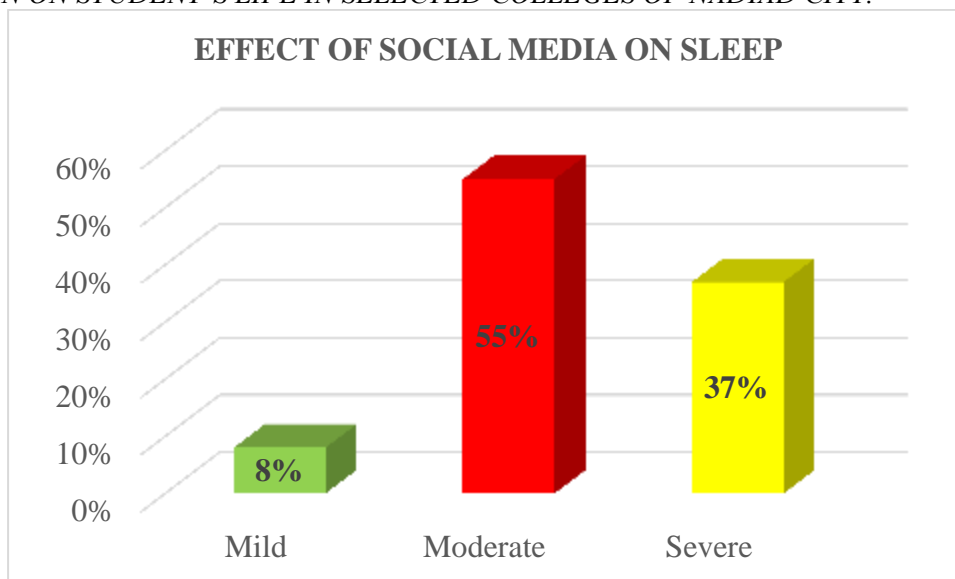


Table No:4. Effect of social media on sleep duration among college students (N=100)

SR NO	LEVEL AND EFFECT OF SOCIAL MEDIA ON SLEEP DURATION	FREQUENCY	PERCENTAGE
1	Mild	8	8%
2	Moderate	55	55%
3	Severe	37	37%

Above table no 4 is showing level of effect of social media on sleep among college students 8 (8%) is mild level of effect, 55 (55%) is moderate level of effect, 37(37%) is severe level of effect on sleep.



SECTION-III

Evaluate the association between the impact of social media use on learning, social interaction and sleep duration with their selected demographic variables.

TABLE-4 Association between the impact of social media on learning with selected demographic variables.

Demographic variable		Impact			Total	χ^2	P-Value	Sig/Non sig
		Mild	Moderate	Sever				
Age	18-19 yr	16	18	13	47	11.109	0.085	NS
	20-21yr	10	20	13	43			
	21-22yr	01	01	01	03			
	22yr above	06	00	01	07			
Gender	Male	23	21	20	64	2.881	0.237	NS
	Female	10	18	08	36			
	Other	00	00	00	00			
Type of family	Nuclear	9	04	04	17	11.761	0.068	NS
	Joint	18	34	21	73			
	Extended	05	00	02	07			
	Any other	01	01	01	03			
Income	5000-15000	06	13	10	29	4.110	0.391	NS
	15000-25000	12	08	08	28			
	25000 above	15	18	10	43			
Personal smartphone	Yes	32	38	25	95	2.682	0.262	NS
	No	01	01	03	05			
How many	< 2yrs	17	20	11	48			

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years of using social media	2-5yrs	12	16	13	41	1.690	0.793	NS
	>5yrs	04	03	04	11			
Type of social media using	Facebook	01	00	02	03	4.499	0.609	NS
	Instagram	03	05	01	09			
	WhatsApp	07	07	05	19			
	Snapchat	00	00	00	00			
	All of above	22	27	20	69			
Type of content prefer	Reels	05	02	04	11	12.164	0.433	NS
	Comedy	03	06	03	12			
	Motivational	01	00	00	01			
	Romantic	01	00	01	02			
	News	05	03	00	08			
	Web series	01	03	03	07			
	All of above	17	25	17	59			
How many time frequently checking notification	2-5 Min	05	09	09	23	9.300	0.157	NS
	5-10Min	09	16	08	33			
	30-60Min	13	05	05	23			
	>60Min	06	09	06	21			

Table-4 showed a fair positive correlation between social media on learning and its effects among college students ($p\text{-value} < 0.05$), However there was a moderate positive correlation between impact of social media on learning and its effects.

TABLE-5 association between the impact of social media on Social Interaction with selected demographic variables.

Demographic variable		Impact			Total	χ^2	P-Value	Sig/Non sig
		Mild	Moderate	Sever				
Age	18-19 yr	15	23	9	47	12.008	0.062	NS
	20-21yr	10	21	12	43			
	21-22yr above	01	01	01	03			
	22yr above	06	00	01	07			
Gender	Male	22	24	18	64	4.566	0.102	NS
	Female	10	21	05	36			
	Other	00	00	00	00			
Type of family	Nuclear	9	04	04	17	12.290	0.056	NS
	Joint	17	39	17	73			
	Extended	05	01	01	07			
	Any other	01	01	01	03			

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Income	5000-15000	06	14	9	29	4.146	0.387	NS
	15000-25000	12	10	06	28			
	25000 above	14	21	08	43			
Personal smartphone	Yes	31	44	20	95	4.101	0.129	NS
	No	01	01	03	05			
How many years using social media	< 2yrs	16	23	09	48	1.197	0.879	NS
	2-5yrs	12	18	11	41			
	>5yrs	04	04	03	11			
Type of social media using	Facebook	01	00	02	03	7.192	0.303	NS
	Instagram	03	06	00	09			
	WhatsApp	07	08	04	19			
	Snapchat	00	00	00	00			
	All of above	21	31	17	69			
Type of content prefer	Reels	05	04	02	11	9.916	0.623	NS
	Comedy	03	06	03	12			
	Motivational	01	00	00	01			
	Romantic	01	00	01	02			
	News	04	04	00	08			
	Web series	01	03	03	07			
	All of above	17	28	14	59			
How many time frequently checking notification	2-5 Min	05	09	09	23	11.791	0.67	NS
	5-10Min	09	17	07	33			
	30-60Min	13	07	03	23			
	>60Min	05	12	04	21			

Table-5 showed a fair positive correlation between social media on social interaction and its effects among college students (p-value<0.05), However there was a moderate positive correlation between impact of social media on social interaction and its effects.

TABLE-6 association between the impact of social media on sleep duration with selected demographic variables.

Demographic variable	Impact			Total	χ^2	P-Value	Sig/Non sig
	Mild	Moderate	Sever				
Age	18-19 yr	09	19	19	4.917	0.555	NS
	20-21yr	04	23	16			
	21-22yr	00	02	01			
	22yr above	01	05	01			
Gender	Male	12	30	22	64	0.186	NS

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	Female	02	19	15	36	3.360		
	Other	00	00	00	00			
Type of family	Nuclear	01	12	04	17	6.205	0.401	NS
	Joint	11	33	29	73			
	Extended	02	03	02	07			
	Any other	00	01	02	03			
Income	5000-15000	03	15	11	29	0.676	0.954	NS
	15000-25000	05	13	10	28			
	25000 above	06	21	16	43			
Personal smartphone	Yes	14	47	34	95	1.576	0.455	NS
	No	00	02	03	05			
How many years using social media	< 2yrs	09	25	14	48	4.207	0.379	NS
	2-5yrs	03	20	18	41			
	>5yrs	02	04	05	11			
Type of social media using	Facebook	01	00	02	03	4.486	0.611	NS
	Instagram	01	04	04	09			
	WhatsApp	04	09	06	19			
	Snapchat	00	00	00	00			
	All of above	08	36	25	69			
Type of content prefer	Reels	05	02	04	11	24.116	0.020	S
	Comedy	00	08	04	12			
	Motivational	00	01	00	01			
	Romantic	01	00	01	02			
	News	03	04	01	08			
	Web series	00	03	04	07			
	All of above	05	31	23	59			
How many time frequently checking notification	2-5 Min	01	10	12	23	13.477	0.036	S
	5-10Min	03	17	13	33			
	30-60Min	08	09	06	23			
	>60Min	02	13	06	21			

Table-5 showed significant association of type of content prefer to watch on social media and how many time frequently checking social media notifications used for impact of social media effect on sleep duration. significant association of type of content prefer to watch on social media and how many time frequently checking social media notifications used for impact of social media effect on sleep duration.

DISCUSSION:

The purpose of present study is to assess the impact of social media use on learning, social interaction and sleep duration of student’s life in selected colleges of Nadiad city. The study consisted of 100 samples that were selected on the basis of Non probability convenient sampling techniques. Based on the objective the data analysis was done. In this study findings revealed that the mean score in learning domain 19.48, Social Interaction domain 18.88 and Sleep domain 21.12.

CONCLUSION:

The purpose of present study is to a Descriptive study to assess the effect of social media on learning, social interaction and sleep duration among students in selected colleges of Nadiad city.

Based on the findings, social media occupies the most important part of the student’s life. It consumes most of their productive hours and results in anxiety, depression, loneliness, attention deficit, hyperactivity disorder and addiction. The students who addicted by dopamine spend excess time on social media sleeps only fewer hours in the night time. This makes them become stressed and sleepy in their daily classes which makes in the reduction of the concentration level of students. This study also reveals that student who do not have proper sleeping habit tend to be less interactive to lecture that result in poor academic performance.

ETHIC DECLARATION AND CONSENT:

Dinsha Patel college of Nursing Institute ethics committee review this study and granted ethical approval. Consent has been obtained from all participants.

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