



IMPACT ON SOCIAL MEDIA ON YOUNG ADULTS AND ITS EFFECTS OF HYPOTHETICAL ENACTMENT OF COMMERCE STUDENTS IN NAGPUR DIVISION

Dr. D. N. Padole

Associate Professor, V.M.V. Commerce, J.M.T. Arts & J.J.P. Science College, Nagpur

ABSTRACT

The purpose of this research study is to examine the Impact on social media on marketing Commerce in modern world and its effect of Social Media on the Hypothetical Enactment of Commerce Students in Nagpur Division. Research objective is to discover that to what extent Commerce students are using the social media for Hypothetical purposes, to explore further whether the social media is a boon for current students or not. To comprehend the uses and gratifications drawn from social media and its effects of students learning is one of the key agenda of this study. Data collected from students of Commerce Colleges in Nagpur Division. For the study, purpose responses from 400 students of Commerce colleges of Nagpur Division have taken. Hence, data is collected from total 400 respondents. The collected data is analysed by using appropriate statistical tools such as frequency, percentage and nonparametric chi square test. The analysed data is arranged in tables and is described appropriately.



KEY WORD: Physical fitness, speed, agility .

INTRODUCTION

The focus of this research work is to primarily study the effect of social media on the Hypothetical enactment of Commerce students in Nagpur Division. The study was comprise Commerce students from various Commerce institutes from Nagpur Division. Though study was focus only on Commerce students but there are also huge numbers of engineering and other graduate and post graduate students who are also actively using social media. The research findings was reveal to what extent the social media is impacting the Indian youth's Hypothetical enactment and their learning behavior.

The quick headway of media innovation has greatly affected the manner in which individuals impart every day. The growing dimension of the use of the social media among the youth of today cannot be over emphasized. Over the years, social networking among students has become more and more popular. It is a way to make connections, not only on campus but with friends outside of school. Social networking is a way that helps people feel they belong to a community. Due to the increased popularity of it, economists and professors are questioning whether grades of students will not be affected by how much time is spent on these sites. Choney, (2010), MehMood&Taswir, (2013), Kist (2008), Jacobsen &Forste, (2011), believe that the use of technology such as internet is one of the most important factors that can influence educational enactment of students positively or adversely. Numerous guardians and watchmen are stressed that understudies are investing an excessive amount of energy in facebook and other online networking destinations and have insufficient time to contemplate. Despite the fact that guardians are stressed over understudies' steady utilization of the internet based life destinations, numerous understudies keep on using

these locales every day. It is against this background that this research is being conducted to the social media and its effects of Hypothetical enactment of Commerce students in Nagpur Division.

SOCIAL MEDIA

Web based life has detonated as a classification of online talk where individuals make content, share it, bookmark it and organize at an immense rate. Due to its usability, speed and reach, online life is quick changing the public talk in the public eye and setting patterns and motivation in themes that range from the earth and politics to innovation and media outlets (Asur and Huberman, 2010). Over the most recent ten years, the online world has changed drastically, because of the development of web based life, youngsters and ladies currently trade ideas, feelings, individual data, pictures and recordings at a really amazing rate. Seventy-three percent of wired American adolescents presently utilize web-based social networking sites (Oberst, 2010). Martn, (2008) and Lusk, (2010) share a similar idea of internet based life. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However for the purpose of this study social media is captured within the use of internet through Facebook, Whatsap, Twitter, Skype, MySpace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users. The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd. 2007). Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, 2007).

OBJECTIVE OF THE STUDY

1. To study of social media and its effects of Hypothetical enactment of Commerce students in Nagpur Division.
2. To study of students addictiveness to social network influence their Hypothetical enactment?
3. To study of social media network that the students are more exposed to influence their Hypotheticals.

RESEARCH METHODOLOGY

This paper is based on exploratory research. The primary data was collected from people through a structured questionnaire. The Secondary data was collected from different sources; Indian and international journals, health insurance bulletins, newspapers.

Table 1: Age wise classification of Commerce college students in Nagpur Division

Age Group	N	Percent
18 – 21 yrs	211	52.8
21 – 24 yrs	121	30.3
24-27 yrs	68	17.0
More than 30 yrs	-	-
Total	400	100
Chi-Square	79.205	
df	2	
Sig.	<0.05	

N- Number; df- degrees of freedom; Sig.- Significance

Table 1 illustrates information pertaining to the age wise classification of Commerce college students in Nagpur Division It is evident from the information that 52.8% students belonged to the age

group 18 to 21 years, while 30.3% students belong to 21 to 24 years age group. Further 17.0% students belong to the age group 24 to 27 years.

It is apparent from the information that majority of students of Commerce colleges in Nagpur Division belong to 18 to 21-year age group. The chi square statistics shows that at df-2 and significant level <0.05 the chi square value is 79.205, which means that there is significant difference in age of the students of Commerce colleges in Nagpur Division.

Table 2: Type of electronic gadget used by Commerce college students in Nagpur Division

Type of electronic gadget	N	Percent
Mobile Phone	334	83.5
Laptop	24	6.0
I Pads	13	3.25
Tablet	29	7.25
Total	400	100
Chi-Square	731.42	
df	3	
Sig.	<0.05	

N- Number; df- degrees of freedom; Sig.- Significance

Table 2 illustrates information pertaining to type of electronic gadget used by Commerce college students in Nagpur Division. It is evident from the information that 83.5% students have mobile phones, while 6.0% students have laptops. Further 3.25% and 7.25% students have I Pads and Tablets respectively. It is apparent from the information that majority of students of Commerce colleges in Nagpur Division use mobile phone. The chi square statistics shows that at df 3 and significant level <0.05 the chi square value is 731.42, which means that there is significant difference in type of electronic gadget used by the students of Commerce colleges in Nagpur Division.

Table 3: Time spent on social media daily by Commerce college students in Nagpur Division

Time spent on social media daily	N	Percent
Less than one hour	73	18.3
One to three hours	124	31.0
Three to Six Hours	136	34.0
Six hour and above	67	16.8
Total	400	100
Chi-Square	41.78	
df	3	
Sig.	<0.05	

N- Number; df- degrees of freedom; Sig.- Significance

Table 3 illustrates information pertaining to time spent on social media daily by Commerce college students in Nagpur Division. It is evident from the information that 18.3% students spent less than one hour on social media daily, while 31.0% students spent one to three hours. Further 34.0% and 16.8% students spent three to six hours and six hours daily on social media respectively. It is apparent from the information that majority of students of Commerce colleges in Nagpur Division spent three to six hours daily on social media. The chi square statistics shows that at df 3 and significant level <0.05 the chi square value is 41.78, which means that there is significant difference in time spent on social media daily by the students of Commerce colleges in Nagpur Division.

Table 4: Social media App mostly like to use by Commerce College students in Nagpur Division

Social Media App Mostly Like to Use	N	Percent
WhatsApp	198	49.5
Facebook	121	30.3
Instagram	56	14.0
Twitter	25	6.3
Total	400	100
Chi-Square	176.06	
df	3	
Sig.	<0.05	

N- Number; df- degrees of freedom; Sig.- Significance

Table 4 illustrates information pertaining to social media App mostly like to use by Commerce College students in Nagpur Division. It is evident from the information that 49.5% students like to use WhatsApp, while 30.3% students like to use Facebook. Further 14.0% and 6.3% students mostly use twitter and instagram respectively. It is apparent from the information that majority of students of Commerce colleges in Nagpur Division like to use WhatsApp. The chi square statistics shows that at df 3 and significant level <0.05 the chi square value is 176.06, which means that there is significant difference in social media App mostly like to use by the students of Commerce colleges in Nagpur Division.

CONCLUSION:-

- Majority of students of Commerce colleges in Nagpur belong to 18 to 21-year age group.
- Majority of students of Commerce colleges in Nagpur Division are pursuing under graduate course.
- Majority of students of Commerce colleges in Nagpur Division use mobile phone.
- Majority of students of Commerce colleges in Nagpur Division spent three to six hours daily on social media.
- Majority of students of Commerce colleges in Nagpur Division like to use WhatsApp.

REFERENCES:-

- Abaleta, A. B, Centaza, S.M, &Calimlim, M. E. (2004). Impact of Social Networking on the HypotheticalEnactment of College Students in Anellano University-(Unpublished Dissertation) pp. 1-19
- Abousaber, I., Oueder, M. (2018). A Study on the Impact of Social Media Usage on Student HypotheticalEnactment : University of Tabuk an Example. American Scientific Research Journal for Engineering, Technology, and Sciences (ASJETS), 40(1), pp. 77-88
- Boyd, D.(2010) Taken Out of Context: American Teen Sociality in Networked Publics Berkeley, CA: University of California; 2008. Available at: www.danah.org/papers/TakenOutOfContext.pdf. Accessed July 16, 2010
- Choney, S. (2010) Facebook Use Can Lower Grades by 20 Percent, Study Says. http://www.msnbc.com/id/39038581/ns.technology_and_science-tech_and_gadgets/.Retrieved 14/08/13
- East, S. (2016). Teens: This is how social media affects your brain. CNN. Retrieved from <https://edition.cnn.com/2016/07/12/health/social-media-brain/index.html>.
- Ellen, S. (2017). Slovin's Formula Sampling Techniques. Sciencing. Retrieved from <https://sciencing.com/slovins-formula-sampling-techniques-5475547.html>
- Fraenkel, J. R. &Wallen, N. E. (2003) *How to Design and Evaluate Research in Education*, 5th ed. Boston: McGraw Hill, pp 96-97,118-119
- Hargittai, E. & Hsieh, Y. P. (2010). Predictors and Consequences of Differentiated Practices on Social Network Sites. *Information, Communication & Society*, 13(4), pp. 515-536.

- Hong, F. Y., S. I. & Hong, D. H. (2012), A Model of the Relationship Between Psychological Characteristics, Mobile Phone Addiction and use of Mobile Phones by Taiwanese University Female Students, *Computers in Human Behaviour*, 28, (6), pp. 2152-2159.
- Jacobsen, W. C., &Forste, R. (2011). The Wired Generation: Hypothetical and Social Outcomes of Electronic Media Use Among University Students. *Cyber Psychology Behaviour & Social Networking* 18,(5) pp.6, 275-285.
- Jubail University College (2018).About Jubail University College. Retrieved on 20/2/2018 from <http://www.ucj.edu.sa/en/about/Pages/About-Jubail-University-College.aspx>
- Junco, R., Heiberger, G. &Loken, E. (2010). The Effect of Twitter on college students Engagement and Grades, *Journal of Computer Assisted Learning*, pp 1-14
- Kaitlin, C. (2010) Social Media Changing Social Interactions. *Student Journal of Media Literacy Education*, Issue 1, Vol. 1. Pp. 1- 11.
- Karpinski, A. C. & Duberstein, A. (2009). A Description of Facebook Use and Hypothetical Enactment among Undergraduate and Graduate Students. San Diego, California: American National Research Association. pp 1- 19
- Khan, U (2009). Facebook student underachieve in exams. Daily Telegraph, Retrieved on July, 2013, from <http://www.telegraph.co.uk/educationnews/5145243/Facebook-students-underachieve-in-exams.html>
- Landry, T. (2014). How Social Media Has Changed Us: The Good and The Bad. Retrieved from <https://returnnonnow.com/2014/09/how-social-media-has-changed-us-the-good-and-the-bad/>
- Lewis, S. (2008). Where young adults intend to get news in five years. *Newspaper Research Journal* 39 (4), pp 36 - 52.
- Martin, J.L., & Yeung, K., (2006.) Persistence of close personal ties over a 12-year period. *Social Networks*; 28, pp 331–362.
- MehMood, S, & Taswir, T, (2013) The effect of social networking site on the Hypothetical Enactment on students in college of applies sciences, Nizwa, Oman. *International Journal of Arts and Commence*. Vol. 2 No. 1 pp 111-123
- Nalwa K, & Anand, A.P. (2003). Internet addiction in Students: A case of concern. *Cyber Psychology Behaviour*, doi:10.1089/109493103322725441.06(6): pp. 653-656.
- Pasek, J. & Hargittai, E. (2009, May). Facebook and Hypothetical enactment : Reconciling a media sensation with data. *First Monday*, 14 (4-5). pp 1- 25
- Pempek, T. A., Yermolayeva, Y. A., & Calvert, S. L. (2009). College students' social networking experiences on facebook. *Journal of Applied Development psychology*, 30(3), 227-238. doi:10.1016/j.appdev.2008.12.010
- Quan-Haase, A., & Young, A. L. (2010). Uses and gratifications of social media: A comparison of facebook and instant messaging. *Bulletin of Science, Technology & Society*, 30(5), 350-361. doi:10.1177/0270467610380009
- San Miguel, R. (2010) Study on Facebook and Grades Becomes Learning Experience for Researcher. *TechNewsWorld*. <http://www.technewsworld.com/rsstory/66805.html?wlc=1286985671&wlc=1287195471> Retrieved 20/08/13
- Sanchez-Martinez, M. & Otero, A. (2009), Factors Associated with Cell Phone Use in Adolescents in the Community of Madrid (Spain). *Cyberpsychology, Behaviour*, 12, pp. 131-137.
- *Southwestern Mass Communication Journal*, 23(2), pp. 39-53.
- University of New Hampshire (2010) Student Grades Not Affected by Social Networking <http://www.newswise.com/articles/student-grades-not-affected-by-social-networking> new research- finds. Retrieved 20/08/13
- Wang, Q., Chen, W. & Liang, Y. (2011), The Effects of Social media on College Students. The Alan Shawn Feinstein Graduate School. Providence: Johnson & Wales University.

-
- Watson, J. (2001)How to Determining a sample size: Tipsheet (60) University Park, PA Penn State Cooperative Extension. Available at:
<http://www.extention.psu.edu/evaluation/pdf/Ts60.pdf>.accessed 10, 2012
 - Yen, C., T. Tang, T. Yen, J., Lin H., Huarng, C. & Liu, S. (2009). Symptoms of Problematic Cellular Phone use, Functional Impairment and its Association with Depression among Adolescents in Southern Taiwan.