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IMPACT OF SOCIAL MEDIA ON THE BEHAVIORAL VALUES OF UNIVERSITY STUDENTS IN PAKISTAN

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ABSTRACT

The purpose of the study was to analyze the effects of social media on the behavioral value of students at university level. The objective of the study was to identify the awareness about social media and its effects on the moral behaviors of the students. In this study identified the factors that are influenced on student's values and behaviors. Further, for the statistical analysis 5-point Likert scale (35 questions) was used that was divided into six (06) factors, whereas, factor one (01) was related to the "importance of social media". Factor two (02) contained items about "effects of social media on family system". Factor three (03) was regarding the "effects of different social media". Factor four (04) was based on the "impact of social media on academics". Factor five (05) related the "social media and value system". Factor six (06) contained items about "health issue and social media". Moreover, to compare the views of students the sample of (300) students' male (133) and female (167) students was randomly selected from the whole population of Bahauddin Zakariya University, Multan. The obtained scores were analyzed using different statistical method. SPSS (Statistical Package for the Social Sciences) was used for statistical data analysis. The results show that at university, social media badly effect on student's academic performance, health and the values of students. According to the current study, due to the excessive use of social media creates multiple disorders among students. The productive use of social media is less than the entertaining aspect. Different sites distract students from their studies and social norms. Moreover, due to the misuse of use of different sites without any knowledge and awareness creates social unrest among youth and they suffered many psychological and physiological issues.

INTRODUCTION

Education in this century is not static and limited around the four walls of the institutions. The impact of different factors influenced the human overall system of education and social life. Among those factors the social media have a stronger percentage that has the effects to transform the people in a rapid way.

Haşiloglu et al., (2020) observed that the use of Social networking with different resources have changed the study and learning patterns of the student at all levels of education. The role of learning depends on social media because social media become an important part of every one's life. Use of social networking affects the student learning in different ways (Ahmad, 2020). The indispensable role of social media is increasing the value disorders in the social patterns of the society. The main elements are related with the education and the changing attitudes of the students (Alava, 2017).

In addition, Ohme (2020) stated that the moderating behaviors and values of the students create multiple disorders among the youth. The social and political awareness created distractive and productive values in the universities. Stevens et al., (2019) expressed that the relationships between the core education system and the value intentions of the society effects on teaching and learning process (Khan, 2019). The personality of the students changes with the dynamic inventions in social media in shape of smart phones and open access to the different informative platforms. The involvement of youth at different economic and social platforms influenced the overall infrastructures of the social environment (Ida, 2020).

Moreover, Ahmad (2020) indicated that social aspects of media like, Facebook, Instagram, twitter, and all the connecting apps develop the sense of awareness and educate people along with positive and negative sides. Furthermore, Mahamid (2019) expressed that the media addiction among students may cause of unrest and disturbance in the social value equilibrium of the culture, the blogging connections of different value oriented students with the overall world and online channels mobilized the students in different perspectives. Moon (2020) observed that the youngsters got educational related information by digital literacy the electric teaching demoralized that civic attitudes from the students, more than that the various indicators and recourses have unauthentic information that develop value disorders among the youngsters at universities. The study of Lane (2021) elaborated that unequal and unintentional information further turn into misconceptions about the real values system of the society. The use of mobile phones distracted the quality activities of the students in which included lectures, car driving and class work. Moreover, this habit disrupts the traditional norms that are worked at the educational and cultural level values at all the places of the society (Vraga, 2021).

Furthermore, Riehm et al., (2019) found that the association of learners with strong values develop a healthy environment in the educational institutions this development further work for the social welfare of the human being. In this time frame social media provide a greater access to explore new information. This phenomenon result in the low level of self-efficacy among the youth in the institutions. Keles (2020) have opinion that the influence of social media have impact on the student state of depression, anxiety and psychological distress, this situation becomes a hurdle for the student in social communication and to develop a new connection formation with other persons in the society. Teaching about the social networking websites work as an educational source that helps the students to good decisions about the future and their life. Furthermore, Singh (2017) explored that social networking websites have a vital impact on the

academic values and learning experiences of students. Media caught the attention of the students and have the power to divert them to non-educational purposes. The use of internet for educational purposes is beneficial while the use of social networking without real guidance exploit the career of the students. In Pakistan's society, internet usage become a concerning issue that affects many sectors of society. Addiction to the internet cause low interest in curricular activities, poor academic grades, and lack of interest in studies (Ali, 2016). Moreover, it also causes psychological problems in learners such as anxiety, depression, and loneliness. Social media is considered as an integral part of the students. The excessive use of social media students create many social, emotional and physical disorders among the students. Many researches have been conducted over the years to know the positive and negative aspects of social media on students' academic performance. The recent scenario of social media need to address with the overall social and behavioral factors that are influenced on the students' emotional behaviors. The ethical implications of the values in the university students required to engage students in practical and innovative activities (Rodriguez et al., 2021)

REVIEW OF LITERATURE

The increasing use of social media since previous years have created multiple issues on the overall development of the generation. The crime ratio increased by using different ways of media in different means, as online harassment, cyberbullying and unethical abusive behaviors (Abdullah, 2021). Students spent most of their time on social networking, they used social relations with different fake identities, the decreasing level of low self-esteem developed psychological disorders in the students' behaviors. Furthermore, Literat (2021) indicated that all these activities directly effect on the students' academic grades and class performance. Moreover, media caused of spreading concepts and life values that have less reality grounds due to that youth in institutions faced lack of confidence this create multiple mental disorders among youth at universities (Schoenebeck, 2021).

The study of Taş (2021) opinion that there are both positive and negative aspects of social media. This relationship of both the aspects have determine the long lasting impacts on the personalities of the students. Mohamad (2018) explored that youth worked for the ongoing development and success of the country. The trending parameters need to learn and address carefully to get the desired benefits of that particular objective.

Moreover, Wong (2021) stated that the student participation at developmental activities required the positive use of social media. The social medium used to share information and knowledge with far going persons, helped to establish good academic relations with advanced places. The proper and related guidance about the use of social networking have the ability to increase the moral and social strength of the students. The teaching learning activities enhance the beneficial values of the social medial and apps among the students. Bibi (2018) acknowledged that the effect of latest technologies developed the interpersonal communication skills among students. The core values skills of the individuals also achieved with the use of social media, the reason is that social media now

the basic source of information and have the ability to develop creativity, decision making, and many more effective skills among the youth (Lee, 2018). The social Media networks effects the performance of students in various ways, most commonly used social medias sources are Facebook, Skype, twitter, YouTube, tiktok and many other recent apps. Abaido (2020) expressed that at higher level student's behaviors got turned to the cyberbullying and other social abusive trainings. These trends develop the acceptance of harshness and hatred among the students. Moreover, Butt (2021) added that the Influence of social media towards the participation of the students in organizational works of the universities effects in various manners. There is need to address all the damaging factors of the social use of medial at all the level as included electronic media, paper media and all the social network sites that are in use of the students (Rummo, 2020).

Statement of the Problem

The present research study based on the “Effects of Social Media on Behavioral Values of Students at University”.

Objectives of the Study

The research was carried out to achieve the given objectives as,

1. To identify the effects of social media on the behavioral values of the students in university.
2. To find out the factors of social media that effects the behavioral values of students in university.

RESEARCH QUESTIONS

1. What are the effects of social media on the behavioral values of students in university?
2. What are the factors of social media that effects the behavioral values of students in university?

Significance of the Study

The results of the present study may be,

1. Highly beneficial for the teachers and administration of the universities about social media and its impacts on students' values.
2. Helpful for the students to know the proper use of social media for the positive purpose.
3. Used for the teachers and students to know the relation of social media with their academic performance, health, family communication, value system.
4. as a guiding document for the administrations to arrange the social media awareness programs for the students and teachers at different levels.

Delimitations of the Study

1. The study was delimited to the twenty (20) departments of Bahauddin Zakariya University (BZU) Multan.
2. The Study is delimited to BS programs of BZU. Multan.

Population of the Study

All the students of Bahauddin Zakariya University (BZU) Multan were taken as the population (35000) of the present study. Where the undergraduate students (21700) were the target population of the study.

Sample of the Study

The population of the study was too large so the representing sample was taken from the target population (21700), where on 95% confidence level and on 5% is confidence interval, we select 10 % sample from the target population that is 300 students as the sample of the study. The (RAWSOFT) online statistical analysis was used for the sample of the present study. Moreover, random sampling technique was used to select the data from the given sample, in statistics, random sample is a subset of individuals (sample) chosen from a larger set (population). Each individual was chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process Random sampling technique was used.

RESEARCH DESIGN

The present research was descriptive in nature as quantitative method was used for the gathering of the numerical data, which include 35 items, Likert scale was used in which, the following (marks) were assigned to each statement. Strongly Agree (SA) =5; Agree (A) = 4; Undecided (UD) = 3; Disagree (D) = 2 and Strongly Disagree (SD) = 1.

Development of research tool

The study was related to the use of social media and its impact on the students' behavioral values. Questionnaire was design for getting the views of students. Five (05) point Likert scale questionnaire was design for getting the views of students. Tool was based on thirty-five (35) statements further these statements were dived into in six (06) different factors. The theme of the factors were assigned according to the need of the study, as factor one (01) related to the "importance of social media", factor two (02) was contained items about "effects of social media on family system" and items in factor number three (03) related to the "effects of different social media", further factor four (04) items based on the "impact of social media on academics" and factor five (05) items were associated with the "social media and value system", the last factor number six (06) contained the items about "health issue and social media". The data was collected according to these factors that are students faced in the universities.

Data Collection and Administration of the research tool

The data was collected from the students and collected to determine the thoughts of students about the impact of social media on their values and behaviors. The researcher went to different departments for getting the opinion of the students about the use of social media and impact of social media. The researcher was distributed the questionnaire among students and students filled the questionnaire as required given factors and themes.

Results (Quantitative Analysis)***Factor wise male and female performance group Statistics***

	Gender	N	Mean	Std. Deviation	T	df	p-value
Factor 1	Male	133	20.25	2.917	.343	298	.732
	Female	167	20.13	3.180			
Factor 2	Male	133	19.69	3.269	-.682	298	.496
	Female	167	19.94	3.019			
Factor 3	Male	133	31.31	4.347	-.943	298	.347
	Female	167	31.75	3.842			
Factor 4	Male	133	23.27	3.981	-1.692	298	.092
	Female	167	24.00	3.476			
Factor 5	Male	133	23.56	4.042	-1.267	298	.206
	Female	167	24.12	3.643			
Factor 6	Male	133	20.26	3.599	-.273	298	.785
	Female	167	20.37	2.876			

The above table depicts the results of factorial analysis between the themes.

In factor 1 (Importance of social media) the Mean of male participants was (20.25) and the mean score of female participants was (20.13), Std. deviation of male (2.917) and female (3.180), t value of factor1 (.343), df (298) and p value was (.732).

In factor 2 (effects of social media on value system) the Mean score of male participants (19.69) and female participants (19.94), Std. deviation of male (3.269) and female (3.019), t value of factor1 (-.682), df (298) and p value was (.496).

In factor 3 (effects of different social media) the Mean of male participants (31.31) and female participants (31.75), Std. deviation of male (43.47) and female (3.842), t value of factor1 (-.943), df (298) and p value was (.347).

In factor 4 (impact of social media on academics) the Mean of male participants (23.27) and female participants (24.00), Std. deviation of male (3.981) and female (3.476), t value of factor1 (-1.692), df (298) and p value was (.092)

In factor 5 (social media and value system) the Mean of male participants (23.56) and female participants (24.21), Std. deviation of male (4.042) and female (3.643), t value of factor1 (-1.267), df (298) and p value was (.206)

In factor6 (health and social issue) the Mean of male participants (20.26) and female participants (20.37), Std. deviation of male (3.599) and female (2.876), t value of factor1 (-.273), df (298) and p value was (.785).

The above results stated, that the mean performance of male (31.31) and female (31.75) students in factor 3 (effect of different social media) is higher than the other factors. It means that most of the students are in the favor of the statements in factor number (03) and give positive response about that social media is really effects on the behavioral values and academics of the university students. Moreover, the results shows that the participants were agree with the statements that media have influence on the aspects of the university students' life.

Table 2: With comparison of gender (male and female) on Group Statistics

Gender	N	Mean	Std. Deviation	Std. Error Mean	t	P
Male	133	138.34	17.382	1.507	-	.293
Female	167	140.31	14.957	1.157	1.053	

The above table show, that there is minor difference in the mean performance of male and female students (133 males) was participate in this study and Mean of male participant was (138.34), Std. deviation was (17.382) and Std. Error Mean was (1.507). On the other hand (167 Female) participate in study and the Mean of female was (140.31), Std. deviation was (14.957) and Std. Error Mean was 1.157, t- value of study was -1.053 and p value was .293 which is greater than 0.05 so the result is insignificant.

DISCUSSION

The media impact the values and behaviors of the students at high level, the adoption of social media effects on the overall human system in our society. In this included all the aspects of life, especially students are more influenced with the media due non addressed networks. The basic problem need to address that the academic level effected with the unauthentic news and gossips that created unrest ion the society (Mulenga & Marban, 2020). Furthermore, Ibrahim, (2021) observed that the role of social media play vital role for shaping the behaviors of the students, the university youth required to have life relevance information. This concept more observed by Wong (2021) as stated in research that the student's participation for the development of academic excellence at higher levels are useful for the institutions. In addition, the social media creates the harmony in some extent at the lower classes but with the time the use of this sites created negative behaviors among students. Kaur et al., (2018) stated that the teaching performance and the level of different learnings associated with the

social networking the main social connections have linked with the use of social media this is the only source that have the powerful impact over the mind and behaviors of the common man, the teachers are more likely concerned with this situation. Ndlela & Mulwo (2017) addressed in their research that the use of social media creates the emotional imbalance among the youth and their everyday life. Marquart et al., (2020) have opinion that the youth participation in the different platform of life required the positive social awareness and understanding with the beneficial aspects the youth able to communicate and participate in political and social welfare works. Moreover, the peer communication increase the rate of high involvement of youth in different matters within the educational institutions. In the universities the positive engagement of the students need to address the unhealthy aspects of the use of social media to the students (Shehata & Stromback, 2021).

CONCLUSION

The current study examines that the social media considered as the favorite activity of the students at all age groups, but this situation is really crucial at higher level especially in the universities. The use of social media directly impact on the daily routine life and value patterns of the students. Moreover Social media causes behavioral and emotional disturbance within educational institutions as well as in the home setup of the students. Due to the excess use of social media without guidance, the students have lost their abilities to participate in educational creative matters. Furthermore, this observed that the social media become a way of communication between all types of friends and they connected with each other without any restrictions. The common use of different sites and apps like, Facebook, Twitter, Instagram, Whatsapp and many other social networks developed the negative attitude among the student. Excess use of social media badly effect on the students' academic performance and this further cause early maturity among the students. Moreover, social media harmfully effect on the value system of student, after watching different sites the multidimensional thought generates in the mind of students that effect the behavioral and cultural values of the students. The social and domestic morality of students go down due to the distractive use of social media. These sites distract students from their studies and social norms. In addition, the untimely of social media destroy the physical and mental health of students and cause anxiety with frustrated attitudes'. Students are badly affected due to the usage of social media as they spend a lot of time on these sites. Moreover, use of different sites without any knowledge create social unrest among youth and they suffered many physiological issues before their age and level.

RECOMMENDATIONS

According to the results of this study, the following recommendations are made, The universities should be conducted value oriented seminars and workshops for the awareness of the social media.

Department wise competition should be encouraged on different social issues related with culture.

Teachers should also convey value oriented thoughts in the class room (at the end of lecture).

Need to address the productive utilization of social media for good purpose. Different techniques should be used to train the students about the positive use of social media.

Students must engaged their time with value oriented activities.
Aspect wise benefits of media should be promoted among the students.

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