



A STUDY TO ASSESS THE ATTITUDE TOWARDS THE USE OF SOCIAL MEDIA NETWORK AMONG THE NURSING STUDENTS OF SCHOOL AND COLLEGE OF NURSING NEMCARE FOUNDATION, ASSAM.

Nursing

Darshana Hazarika

Faculty, School and College of Nursing, NEMCARE Foundation, Mirza, 781125, Assam.

ABSTRACT

Nowadays, the new generation spends more time in Social Networking sites. Social media refers to the platform that are either web-based or mobile applications that are designed to allow people to share content quickly, efficiently, and in real-time. The study is based on to assess the attitude toward use of Social Media Network among nursing student of School and College of Nursing NEMCARE Foundation. Quantitative descriptive design was used for this study. Total 100 nursing students were selected through convenient sampling technique. Self-strutted questionnaire was used to collect data from the samples. Result of the study showed that 54 (54%) of students had positive and 46 (46%) had negative attitude towards the use of Social Media Network.

KEYWORDS

Attitude, nursing students, Social Media Networking

BACKGROUND

The world is today celebrating the improvements in communication technology which has broadened the scope of communication through Information and Communication Technologies (ICTs). Technology exposes mankind to a better way of doing things. In India, 230 million or 70% population are active Social Media users.¹

Social media refers to the platform that is either web-based or mobile applications (Twitter, Facebook What's App, Instagram, etc) that are designed to allow people to share content quickly, efficiently, and in real-time.² These networking sites are used by most people to interact with old and new friends, physical or internet friends. The world has been changed rapidly by the evolution of technology; this has resulted in the use of technology as the best medium to explore the wide area of knowledge.

Recently, social networks have evolved into an emerging area of global interest for many scholars.³ According to Global Digital 2019 report there are 4.39 billion internet users in India.⁴

A study conducted by Gwenn O'Keeffe and Kathleen Clarke-Pearson, reveals that social media is affecting students in a negative fashion. They claim adolescents are suffering from emotional distress such as "Facebook Depression".⁵

The goal of this study is to fill that gap and understand what attitudes students hold about using Social Media Networking. The outcome of the study will help to strategize and reconstruct their attitude regarding the use of social media. It will also push people further to identify the exciting opportunities social media add to human and student life as a whole.

Review of literature

A study conducted by Abdulgali Abd Allah salih et al⁶ to assesses students' attitudes towards the use of Social Media for learning purposes revealed that respondents have a positive attitude towards Social Media Networking though there were very few who do not have a positive attitude towards the use of Social Media.

A study was conducted by Eke, Omekwu, and Odoh⁷ to assess the use of Social Networking Sites among the Undergraduate Students, University of Nigeria, Nsukka, Nigeria using a sample size of 150 and their findings showed that virtually all the students were using the social networking sites in interaction with friends, connecting to their classmates for online study and for discussing serious national issues, making friends and watching movies for their pleasures.

A study conducted by Cheta. Williams & Yinka Adesope,⁸ to assess Undergraduates' attitude towards the use of social media for learning purposes. Total 300 students were selected through simple random stratified sampling techniques was used for the study and the instrument used to collect data was a structured questionnaire entitled Undergraduates' attitude towards the use of social media for learning purposes. Mean score, ANOVA, Z-test, and Scheffe's model was the statistical tools for the study. It was found that social media are used for

educational purposes in terms of quick growth in knowledge and information.⁸

AIM

1. To assess the attitude toward the use of Social Media Network among nursing student
2. To determines the association between attitudes toward the use of Social Media networks among the nursing students with selected demographic variables.

MATERIAL AND METHOD

This study used a quantitative descriptive design. A total of 100 nursing students were selected through a convenient sampling technique. Ethical permission was taken from the institutional ethics committee. Data were collected from 26/5/2020 to 1/6/2020 by using a self-strutted questionnaire. The tool used for data collection consists of two parts. Part A is about demographic characteristics of the sample and part B includes attitude questionnaire to assess the nursing students' level of attitude towards the uses of social media by using a 5 point Likert scale. The data collected were analyzed using both descriptive and inferential statistics. Frequency and percentage distribution were used to analyze the demographic characteristics. Mean, median, and standard deviation were used to assess the attitude toward the use of Social Media networks among nursing students. Association between attitudes toward the use of Social Media Network among the nursing students with selected demographic characteristics were analyzed by using chi-square test.

RESULTS

Among the 100 students majority 80% belonged to the age group between 19-22 years, majority 97% of the students were female, majority 69% were from a rural community, majority 65 % were belong to Hindu, majority 51% were from GNM 1st year, 100% student had an account on Social Media, out of all Social Media 100 % of the students were using Whats app, majority 58% were spent 4-5 hours on social media per day

Table 1: Frequency and percentage distribution of demographic characteristics

N=100

Demographic characteristics	(f)	(%)
1. Age in years		
a) 15-18	4	4
b) 19-22	80	80
c) 23-26	16	16
2. Gender		
a) Male	3	3
b) Female	97	97
3. Type of residence		
a) Rural	68	68
b) Urban	32	32
4. Religion		
a) Hindu	64	64

b) Islam	8	1
c) Christian	26	26
d) Others	1	1
5. Academic year		
a) 1st yr GNM	51	51
b) 2nd yr GNM	37	37
c) 3rd yr GNM	12	12
6. Do you have account on Social Media?		
a) Yes	100	100
b) No	nil	ni
7. Which Social Media do you use?		
a) Whatsapp	100	100
b) Facebook	70	70
c) Instagram	70	70
d) Twitter	2	2
8. How many hours do you spent in Social Media per day?		
a) ≥ 1	11	11
b) 2-3	58	58
c) 4-5	22	22
d) ≤ 6	9	9

N=100

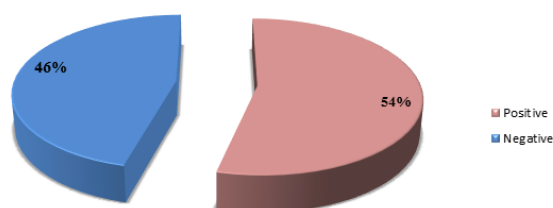


Fig 1: percentage distribution of the attitude toward use of Social Media Network among nursing student

Date presented in fig 1 reveals that 54 (54%) of students had positive and 46(46%) had negative attitude towards the use of Social Media Network.

Table2 : Association between attitudes toward use of Social Media Network among the nursing students with selected demographic variables.

N=100

Demographic characteristic	positive	negative	df	p	χ ²
1. Age in years					
a) 15-18	2	2	2	.970	.060
b) 19-22	43	37			
c) 23-26	9	7			
2. Gender					
a) Male	1	2	1	.466	.532
b) Female	53	44			
3. Type of residence					
a) Rural	39	29	1	.327	.962
b) Urban	15	17			
4. Religion					
a) Hindu	38	27	3	.414	2.85
b) Islam	4	4			
c) Christian	11	15			
d) Others	1	0			
5. Academic year					
a) 1 st yr GNM	20	31	2	.007	9.94
b) 2 nd yr GNM	27	10			
c) 3 rd yr GNM	7	5			
6. How many hours do you spent in Social Media per day?					
a) =1	9	2	3	.075	6.91
b) 2-3	27	31			
c) 4-5	11	11			

Significant at $p < 0.05$

Data presented in table 2 reveals that nursing students attitude toward use of Social Media Network was significantly associated with academic year ($p=.007$) and hours spent in Social Media per day ($p=.075$) while it was insignificantly associated with age ($p=.970$), gender($p=.466$), type of residence ($p=.327$), religion($p=.414$). The calculated statistical value of academic year and hours spent in social media per day was more than p value and calculated statistical value of age, gender, type of residence and religion was lesser than p value. Hence, the formulated H_1 is accepted for academic year and hours spent in social media per day at 0.05 level of significant.

DISCUSSION

The focus of the present study was to assess the nursing students' attitudes towards the use of Social Media Networking sites. in this study, most of the students (97%) were female. This finding is similar to the findings reported by Alanzi, Turki and Al-Yami, Susan⁹ in which most of the samples (72.3%) were female.

Findings of the present study showed that among the sample, 11% were spend less than equal 1 hour, 58% were spent 2-3 hours, 22% were spent 4-6 hours and 9% was spent more than 6 hours in Social Media Network per day. This finding was also similar to the findings reported by Alanzi, Turki and Al-Yami, Susan⁹ in which among the samples 69(29.4%) spent less than equal 1 hour, 107(45.5%) were spent 2-3 hours, 36(15.6%) were spent 4-6 hours and 20(8.5%) were spent more than 6 hours in Social Media Network per day.

In the present study, 54% of students had a positive attitude and 46% of students had a negative attitude toward the use of social media networks. These findings were consistent with the finding reported by Brahma K, Verma M¹⁰ which showed that the majority of 47.47% are satisfied, while 35.35% are partially satisfied and very few 17.17% are highly satisfied.

CONCLUSION:

The present study assesses the attitude toward the use of Social Media networks among nursing student. Analysis of the data showed that 54% of students had a positive attitude and 46% of students had a negative attitude toward the use of social media networks. There was a significant association between the Nursing students attitude toward the use of Social Media Network with their academic year ($p=.007$) and hours spent in Social Media per day ($p=.075$).

Limitations and future scope

There were a few limitations facing the current study that should be in future research. Firstly this study used a convenient sample of students, gathering samples from one college. Second, all the participants were also only undergraduate students.

In the future, a study can be carried out among large samples to assess students' attitudes towards the use of social media networks for the purpose of learning. A similar study can be conducted among undergraduate and postgraduate nursing students.

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