



“STUDY TO ASSESS THE ATTITUDE REGARDING INFLUENCE OF SOCIAL MEDIA AMONG ADOLESCENT IN SELECTED INSTITUTE OF INDORE (M.P.)”

Nursing

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ABSTRACT

Social media is playing an important role in every region of life now days. Smart phones have put the entire world on a common platform. We can connect with anybody throughout the world with the help of social media. There are many social media networks to choose for the people. In this study I have selected Facebook, Whatsapp, Instagram , snapchat, Twitter and YouTube as the popularity of these social media networks is more among adolescent. Other social media networks were excluded from the study. The study was conducted in Renaissance University, School Of Nursing, Indore. A sample of 30 students. The study was carried out with the aim to examine the attitude of social media by the adolescent. To conduct this study a well-structured quantitative research design was developed. The collected data was analysed on percentage. The study found that there was a negative & positive impact of social media on social life of adolescent.

KEYWORDS

Social Media, influence, attitude, scale, adolescent, institute positive & negative impact.

BACKGROUND OF THE STUDY-

Social media refers to the means of collaborations among people in which they create, share, or exchange information and ideas in virtual communities and networks. Research has shown that people who use social media frequently have levels of negative and positive emotions such as desire and loneliness. Social media has become an essential part of the lives of adolescents, influencing their behaviours and attitudes. As a powerful communication platform, social media provides adolescents with exceptional access to information, social interactions, and creativity. However, apprehensions have arisen about the potential negative impact of excessive social media use on their attitudes and behaviours. Study aims to investigate into the attitude of adolescents towards the influence of social media, addressing the need for a comprehensive understanding of its implications on their psychological, emotional, and social development. In India almost adolescents active in social media based on the attitude scale.

Problem Statement -

"A study to assess the attitude regarding influence of social media among adolescent in selected institute of Indore (M.P.)"

Objectives Of The Study-

- To assess the existing attitude among adolescents regarding influence of social media.
- To identify significant difference in attitude among selected demographic group of adolescents (e.g. age, gender, socioeconomic status).

Hypothesis -

- H1 (Alternative Hypothesis): There will be a significant positive change in adolescents' attitudes regarding the influence of social media.
- H0 (Null Hypothesis): There will be no significant change in adolescents' attitudes regarding the influence of social media.

METHODOLOGY –

In this study analysis the research design works on quantitative survey approach to gather data from a various group of adolescents. Was descriptive research design through purposive sampling, participants aged 17 to 22 will be intentionally chosen from Renaissance University. The data collection process involves total 30 samples from renaissance university Indore. The investigator prepared ensuring its reliability and validity through attitude scale in which observed that among the demographic variables and attitude in male / female.

The study will examine into demographic variables and attitude scale of social media uses, this platform utilized and the perceived effects on attitude, confidence, body image, social connection and educational performance.

RESULT –

During analysis the researcher found that out of 30 students who

visited renaissance university. Where 14(46.6%) person was in age group of (18-19), followed by 18(60%) person observe in female and 12(40%) person in male , 30(100%) person have account in social media, 21(70%) person have private account , 26(86.6%) person have an instagram app., 27(90%) person having 1-2 accounts on social media , 22(73.3%) person spent 1-2 hours in a day on social media , 22(73.4%) person see their notification when they wake up, 24(80%) person like to use social media for fun .

Interpretation-

Throughout study it was emphasized that among 30 samples. According to the collection of data by the students as per the attitude scale the percentage of the scale will be as 26(7.8%) as the mild influencer on social media, 4(1.2%) as the moderate influencer on social media, 0% as the sever influencer in social media. To examine the total mean 26.6% and the standard deviation is 26.198%.

CONCLUSION –

The consequence of this study lies in its prospective to enhance understanding regarding the influence of social media on adolescents' attitudes. The findings hold consequences for educators, and representatives, as they attempt to additional responsible habit of social media among this demographic and attitude scale.

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