Impact of Social Media on Adjustment of Women Undergraduate Students

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ABSTRACT

The present was undertaken to focus on the impact of social media on adjustment of women undergraduate students. A sample size of 200 women undergraduate students was selected randomly from two government degree colleges of district Pulwama Kashmir. Information blank and Nadeem's HOSOCES were employed for data collection. Mean, SD, percentage, t-test were employed for data analysis. The findings of the study revealed that majority of women undergraduate students are social media users and a significant difference was found between social media user and social media non-user women undergraduate students on adjustment.

Key Words: *Social Media, Adjustment, Higher Education*

INTRODUCTION

Information and communication technologies are basically the information handling tools that ranges from old to modern tools. The old tools are considered radio, television and telephone and the modern tools are computers, cellular phones, satellite, wireless technology and the internet. The internet is the web of global connections. It provides us a common virtual platform for producing, storing, processing, distributing and exchanging information. There

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are definite applications, services available on the internet through which we can go for chain and web of communications. There are websites and search engines to knock the heart of world's beat. Social networking provides a common platform to share and retrieve information of the globe. It is mostly used for knowing the unknown people and connects the people of varied interests and places. There are a good number of social networking sites such as Facebook, WhatsApp, Instagram, Telegram, and YouTube through which people of diverse place came to know each other.

Adjustment refers to the behavioral process of balancing conflicting needs, or needs challenged by obstacles in the environment **(Berndt & Keefe, 2005)**. Humans and animals regularly adjust to their environment. For example, when they are stimulated by their physiological state to seek food, they eat (if possible) to reduce their hunger and thus adjust to the hunger stimulus. Adjustment disorder occurs when there is an inability to make a normal adjustment to some need or stress in the environment.

Justification of the Study

Previous research has revealed that social media is associated with the personality development of students **(Bhat & Mir, 2018; Mir & Paray, 2018; Paray & Mir, 2018; Lin, & Subrahmanyam, 2007)**. Self esteem, self efficacy, academic achievement, adjustment are various factors/variables have been intensively studied in relation to social networking and social media (**Mir, 2018; Mir & Bhat, 2018)**. To the best knowledge of present researchers, no such study focusing on women undergraduate students

in Kashmir valley has been found in the literature. This research vacuum has prompted the present investigators to take the study focusing on impact of social media on adjustment of women students in higher education.

Objectives

1. To identify social media user & social media non-user women undergraduate students.
2. To study adjustment of social media user & social media non-user women undergraduate students.
3. To compare adjustment of social media user & social media non-user women undergraduate students.

Hypothesis

There is no significant difference between social media user and social media non-user women undergraduate students on adjustment.

METHODOLOGY
SAMPLE

A sample size of 200 women undergraduate students was selected randomly from two government degree colleges of district Pulwama Kashmir. 100 women undergraduate students from government degree college Tral and 100 women undergraduate students from government women's degree college Pulwama have been included in the sample.

TOOLS USED
Information Blank

Information blank has been used for identifying social media user and non-user women undergraduate students.

HOSOCES Adjustment Scale

HOSOCES Adjustment Scale was developed by Nadeem in 2002. The scale has 64 items. It is a 3-point scale and it measures the five levels of adjustment ranging from extremely adjusted to extremely maladjusted. The higher the score respondent obtains, the lower the adjustment is and the lower the score respondent obtains, the higher the adjustment will be.

STATISTICAL TREATMENT

Percentage Statistics and Differential Statistics

DATA ANALYSIS AND INTERPRETATION

### A. Percentage Analysis of Social Media Usage

The percentage statistics for identifying social media users and non-users has been presented in tabulated form keeping in view the objectives formulated for the present study.

Objective 1: To identify social media user and non-user women undergraduate students.

In order to realize the objective number 1, percentage statistics was employed and the results obtained thereupon are presented in following subsection.

Table 1: Showing Percentage Distribution of Women Undergraduate Social Media Users and Non-Users

Social Media	Number	Percentage
Users	160	80%
Non-Users	40	20%
Total	200	100%
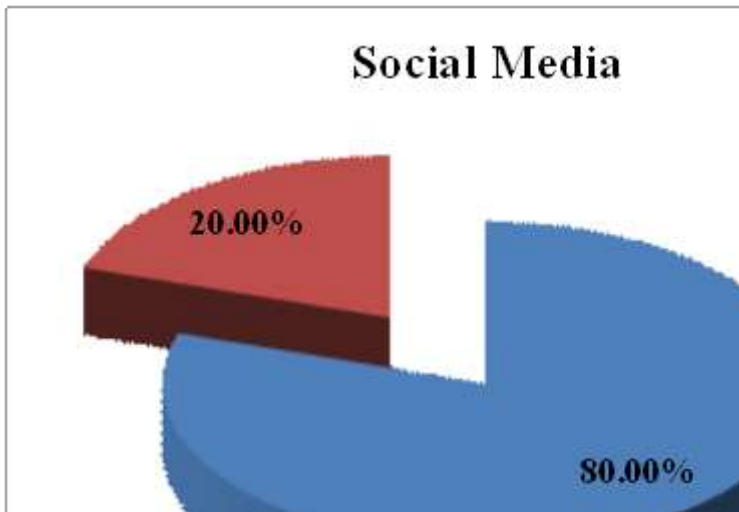
Figure 1: Percentage Distribution of Social Media User and Non-User Women Undergraduate Students

A look at table 1 shows the percentage distribution of social media user and non-user women undergraduate students. It is clear in the table that 80% are social media user women undergraduate and 20% are social media non-user women undergraduate students. In this way our objective no. 1 has been realized.
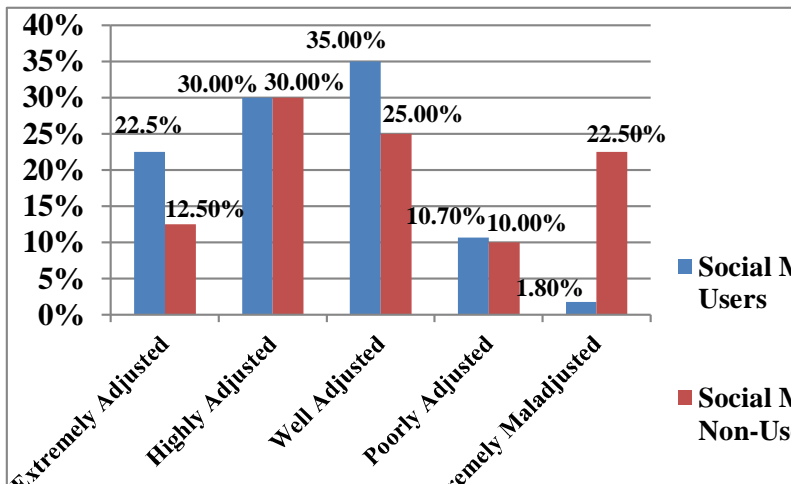
B. Percentage Analysis of Adjustment

Objective 2: To study the Adjustment of Women Undergraduate Students.

In order to realize the objective number 2, percentage statistics was employed and the result obtained thereupon is presented in following subsection.

Table 2: Showing Percentage Distribution of Social Media User and Social Media Non-User Women Undergraduate Students on various Levels of Adjustment

Range of Score	Levels of Adjustment	Social Media User		Social Media Non-Users	
		N	%	N	%
0-4	Extremely Adjusted	36	22.5%	5	12.5%
5-14	Highly Adjusted	48	30%	12	30%
15-23	Well Adjusted	56	35%	10	25%
24-33	Poorly Adjusted	17	10.7%	4	10%
34 and Above	Extremely Maladjusted	3	1.8%	9	22.5%
Total		**160**	**100%**	**40**	**100%**

Figure 2: Percentage Distribution of Women Undergraduate Social Media Users and Non-Users on various levels of Adjustment

Table 2 depicts the percentage distribution of women undergraduate social media users and non-users on various levels of adjustment. It is clear in the table that 22.5%

social media user and 12.5% social media non-user women undergraduate students are extremely adjusted, 30% social media user and 30% social media non-user women undergraduate students are highly adjusted, 35% social media user and 25% social media non-user women undergraduate students are well adjusted, 10.7% social media user and 10% social media non-user women undergraduate students are poorly adjusted and 1.8% social media user and 22.5% social media non-user women undergraduate students are extremely maladjusted. In this way majority of both social media user women undergraduate students are well adjusted and majority of social media non-user women undergraduate students are highly adjusted. For further understanding its graphical representation has been done in figure 2.

C. Comparative Analysis of Adjustment

In order to compare the mean of both social media user and non-user women undergraduate students on adjustment, t-test has been employed keeping in view the hypothesis formulated for the present study and the result obtained thereupon is presented in a tabulated form.

Objective 3: To compare Adjustment of Social Media User and Non-User Women Undergraduate Students

In order to realize the objective number 3 and to test the only hypotheses of study, mean, standard deviation and t-test were calculated and the result obtained thereby is presented in following table:

Table 3: Showing Mean Comparison between Social Media User and Non-User Women Undergraduate Students on Adjustment

Group	N	Mean	SD	t-value	Level of Significance
Social Media User	160	15.34	5.21	3.15	Significant at 0.01
Social Media Non-User	40	12.16	5.84		

Table 3 presents the mean differences between social media user and non-user women undergraduate students on adjustment. The mean value of social media users is 15.34 and that of social media non-users is 12.16. The standard deviation for social media users is 5.21 and that of social media non-users is 5.84. The calculated t-value is 3.15 which is significant at 0.01 level of significance. Hence, it supports that there exists a significant difference between social media users and non-users on adjustment. In this way our only hypotheses stand **rejected**. The mean difference on adjustment has favoured social media non-user women undergraduate students. The above stated mean value for social media users interprets that they are average or well adjusted and that of non-users represented that they are highly adjusted.

FINDINGS

1. 80% women undergraduate students are social media users and 20% women undergraduate students are social media non-users.
2. 22.5% social media user and 12.5% social media non-user women undergraduate students are extremely adjusted, 30% social media user and 30%

social media non-user women undergraduate students are highly adjusted, 35% social media user and 25% social media non-user women undergraduate students are well adjusted, 10.7% social media user and 10% social media non-user women undergraduate students are poorly adjusted and 1.8% social media user and 22.5% social media non-user women undergraduate students are extremely maladjusted. In this way majority of both social media user women undergraduate students are well adjusted and majority of social media non-user women undergraduate students are highly adjusted.

3. There is a significant difference between social media user and social media non-user women undergraduate students on adjustment. The mean difference on adjustment has favoured social media user women undergraduate students.   Such findings are in agreement with the studies carried out by **Berndt (2010); Berndt,** *et al.* **(2009).** However, the finding of **Suleiman (2011)** does not agree with the current finding.

CONCLUSION

The study was undertaken to investigate the impact of social media on adjustment of women undergraduate students. After analyzing the data and revealing the findings, it was concluded that impact of social media on adjustment was revealed in the study.

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