

# The Impact of Social Media on Girl Students Health in Sivagangai District

I. Sivakumar, K. Manimekalai and A. Ranjithkumar

**Abstract---** Social media has come up in many different forms, where one is using it for marketing, news, e-education, jobs search and blogging. Counting on since the year our nation has become independent in 1947 has effusive enhancements in the prospects of media and thereby the status of Indian women in a patriarchal society. It is impacting on lack of knowledge about their basic health in rural areas among women and media not doing any role in giving health literacy or awareness, in urban areas the stereotyping of women and body image distortion shows media has no concern about the health of women altogether. This paper focuses on the condition of the health status of women in India and the role of media to create health-related awareness. The study tries to understand how social media affects girl student's health. The study found that the women do not even have the knowledge about anemia a simple reason for death which can easily be avoided if they get the knowledge from latest technology. Female infanticide has reached the one crore mark in the last decade in India. A simple random sampling method has been used for this study.

**Keywords---** Girls, Government Schemes, Health Information, Social Media.

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## I. INTRODUCTION

The social networking met with massive passion among new generation initially, this new social culture seems to have been accepted by everyone in India. The increase of internet access speeds and smart phones helped social networking even more and days of considering social applications as a waste of time is long gone. The improved use of social networking culture and social networking sites by youth has helped convey friends and family closer to those living in distant locations, sharing information, voicing opinions and updating each other on happenings in their lives.

Adults who have a responsibility for young people's health and wellbeing must be supported to become sufficiently digitally literate so they, in turn, are able to support young people to use social media safely and ways that produce positive health education outcomes.

Health information is the most important resource in health care and health promotion because it is essential in guiding strategic health behaviors, treatments, and decisions. Hence India's Prime Minister Narendra Modi is initiated aired radio show 'mankibaat' the most appreciate campaign. Here he has also admired the Haryana man for posted his selfie with his daughter.

After this, many men came out in support of daughters posing up and putting beautiful pictures of father and daughter under Selfie with daughter hashtag over social media. 'Beti Bachao Beti Padhao' again great initiatives by

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India's Prime Minister Narendra Modi over twitter handle. This movement was taken against cases to stop plunging growth in female feticide along with to reduce the number of drop out cases of girls from school every year. There was a major decline in sex ratio of girls.

This movement has also come up with positive vibes in society. Now having a girl child is not considered a curse anymore. With such amenities and explosion to knowledge social media has inevitably brought remarkable changes in women's status and quotient. Moreover, it has started valuing the women and children of our society.

## **II. REVIEW OF LITERATURE**

Singh et al. (2016) presented the research effort in ensuring awareness about the social networking site concept, merits, demerits, and meaning. The data regards a grouping of users having similar types of interests, activities, backgrounds or some other type of real-life similarities.

The risks that teens face online are similar to those faced offline. However, the risk profile for the use of various types of social media depends on the type of risk, a teen's use of the media, and the psychological makeup of the teen using them. It is important to note that teens most at risk often engage in risky behaviors offline and also have difficulties in other parts of their lives (Berkman, 2010).

Yadav J S et.al (2011) the study revealed that many students used social media and that they spent an increasing amount of quality time on these networks. The study suggested that social media could negatively impact on the students 'social behavior, academic progress and that timed-off software should be installed to control its use by students.

Wang C., Bo Yang and Luo J (2017) identified thefts on social networking when using mobiles over the unsecured Internet. The authors conducted an experiment on real-time data sets and displayed their proposed system achieved better performance and response by use of user behavior analysis as a key parameter for identity theft detection. Annapoorna Shetty et.al. (2015), suggested in her research paper that the positive use of social media can develop the youth's academic career, their skills, better living style, to adopt new trends, fashion, etc.

Present researchers found that no study come up with Social Media on Girl Students Health. Hence the researcher has undertaken this study.

## **III. OBJECTIVES**

1. To investigate the impact of social media on girl student's health.
2. To find out the government roles on girl student's health through social media.

## **IV. METHODOLOGY**

The study is exploratory in nature and it aims to explore the factors that signify the impact of Social Media among girl children in Karaikudi of Tamil Nadu. Review of literature from primary sources provided the base for identifying the availability information and questionnaire. Data were collected through structured questionnaire from 50 respondents who are using social media.

## V. RESULT AND DISCUSSION

Table I: How Many Social Media Account

<i>Social Media Account</i>	<i>No. of Respondents</i>	<i>Percent</i>
1	9	18
2	27	54
3	11	22
4 and above	3	6
Total	50	100

The above table describes how many social media accounts used by the respondents. The most (54%) two social media account is using by the respondents followed by three accounts, one account and 4 and above account used respectively by the respondents.

Table II: Number of Hours using Social Media on Weekdays (Per Day)

<i>Hours</i>	<i>No. of Respondents</i>	<i>Percent</i>
0-1	7	14
1-2	12	24
2-3	26	52
3-4 and above	5	10
Total	50	100

The study shows a maximum of 52 percent of the girl students spent 2 to 3 hours daily on social media. It also describes that 24 percent of the girl students spent 1 to 2 hours daily, 14 percent of them spent 0-1 hour and 10 percent of them spent 3 to 4 and above are using daily on social media which denotes that uses of social media networks in youngsters have been increased and they were somehow addicted of social media networks.

Graph III: Number of Hours using Social Media on Weekends

<i>Hours</i>	<i>No. of Respondents</i>	<i>Percent</i>
0-2	4	8
3-4	9	18
4-6	13	26
6 and above	24	48
Total	50	100

The above table shows a maximum of 48 percent of girl's students spent social media networks of 6 and above hours, particularly on weekends. But still 26 percent of them spent 4 to 6 hours, followed by 18 percent of them spent 2 to 4 hours and 8 percent of them spent 0-2 hours on social media networks which denotes that uses of social media networks in youngsters have been increasing when compared to weekdays and they were somehow more addicted to social media networks.

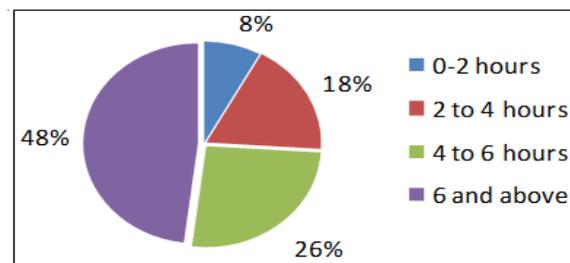


Figure 1: Number of Hours using Social Media on Weekends

Table IV: Purpose for Using Social Media

<i>Purpose</i>	<i>No. of Respondents</i>	<i>Percent</i>
Follow friends updates	42	84
Follow celebrities	21	42
Share my day	48	96
Updates with current events/news	33	66

\*Multiple respondents

The above table shows the purpose of using social media networks by girl students. It shows that 84 percent of girl students use social media networks to follow a friend's updates. It also shows that 96 percent girl students use social media to share their day. Also 66 percent of girl students update with current events and news, but 42 percent of the students use social media to follow celebrities. The above data rightly points out that majority (96%) of the respondents are using social media for sharing their daily activities with their friends. 66 percent of the respondents are using social network for updating their current events and news.

Table V: How Important is Social Media to your Social Life

<i>Reason</i>	<i>No. of Respondents</i>	<i>Percent</i>
Very Important	9	18
Important	11	22
Reasonably Important	24	48
Not Important	6	12
Total	50	100

The above table describes social media on how important to the respondent's social life. 48 percent of them said it is reasonably important for social life, for 22 percent it is important, very important are 18 percent. The data observed that 12 percent of the respondents agree that social media is not important to their life which means either they are not using social media or not in a position to make use of it.

Table VI: Receiving Health Related Information through Social Media

<i>Health Information</i>	<i>No. of Respondents</i>	<i>Percent</i>
Sharing	38	76
Not Sharing	12	24
Total	50	100

The above table VI shows that the majority of 68 percent of the girl students are receiving health-related information and 32 percent of them are not receiving health-related information through social media. It is observed that the majority of the respondents are receiving health information through social media which helps to understand their attitude towards health consciousness.

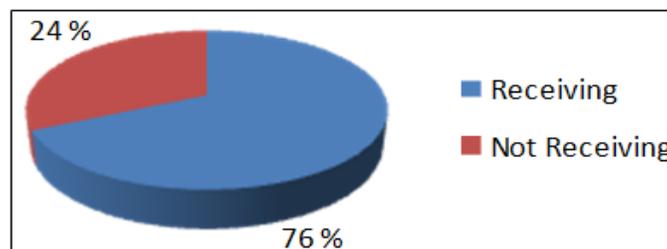


Figure 2: Receiving Health Related Information through Social Media

Table VII: Personal Hygiene through Social Media

<i>Health Information</i>	<i>No. of Respondents</i>	<i>Percent</i>
Useful and Follow	38	76
Not Useful and Not follow	12	24
Total	50	100

The above table reveals that the majority of the respondents are following the health related information because it is useful and essential. 24 percent of the respondents are not following the health related information and it is not useful for them. The study shows that the social media to be a powerful and positive educational tool to inform young people's health-related understanding and behaviors.

Table VIII: Sharing Health Related Information through Social Media

<i>Health Information</i>	<i>No. of Respondents</i>	<i>Percent</i>
Sharing	38	76
Not Sharing	12	24
Total	50	100

The above table depicts that a maximum of 76 percent of the girl student are sharing health-related information because it is useful for everyone and 12 percent of them are not sharing the health information on their social media accounts.

## VI. FINDINGS AND SUMMARY

Media use is a fundamental part of the daily life of adolescents; there are a number of risks associated with social media use, specifically, negative effects on mental health, cyber bullying, dangers of sexual solicitation, and illegal content and privacy violations.

The result of the study shows that there is a significant impact of social media on girl student's life. The study reveals that maximum girl students use social media networks for sharing their photos and videos for getting likes and comments, they also use social media for sharing greeting messages, which seems like a wastage of time and they will be affected by mental wellbeing and other related issues.

The study shows that the maximum youngster spends more than 6 and above hours on weekends and 2-3 hours on weekdays on social media networks which keeps them away from their own responsibility and work. As we know that youth is the pillars of the nation. But here we have seen that they were wasting their time by excessive use of social media networks for unproductive work. It is seen that today's students are becoming addicted to use social media networks.

The study also reveals the various benefits of social media networks for students such as through social media girl students are receiving and sharing health-related information. It shows that they are exchanging useful information with others and they educate themselves. Similarly, the government also has taken very good action to pass on health-related information through social media.

## VII. CONCLUSION

Social media impact on resulting mental wellbeing, including factors such as stress and anxiety; obsessive, addictive and/or disordered behaviors in the areas of diet/nutrition and body dissatisfaction resulting from negative

body comparisons. On the other side in order to provide support to students that will be effective, health digital literacy should be a key focus. Digital literacy support for students should aim to help adults to critically evaluate the relevance of health-related information for their own and young people's lives, as well as developing the digital skills to navigate social media sites so they can understand and offer appropriate support to young community.

Overall, social media use is associated with many benefits for adult health and development. This is an important action/responsibility for government, non-government and researchers. The different forms of content can be used to support young people's understanding of health-related information, promotion, and intervention on social media.

## **ACKNOWLEDGEMENT**

This paper was written under the project of "Health Status in Tamil Nadu: A Gender Analysis", Alagappa University - financial supporter of Rashtriya Uchcharat Shiksha Abhiyan (*RUSA*) 2.0, Ministry of Human Resource Development, Government of India.

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