

## Original Research Article

<https://doi.org/10.20546/ijcmas.2017.608.364>

### Impact of Social Media upon Undergraduates Student Behaviors in University of Kufa, Iraq

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#### A B S T R A C T

##### Keywords

Impact, Social Media, Behaviors.

##### Article Info

Accepted: 23 June 2017  
Available Online: 10 August 2017

There has been a great and rapid development in technology of various kinds, including social media, which have made the world a small village. In terms of video and audio communication, different behaviors have appeared in recent times, affecting the behavior of individuals negatively. A study of descriptive between Kufa University students for Day and Night studies was conducted for both sexes. A sample of (525) male and female students from all 21 university faculties was taken from 25 students randomly. Starting with the study from December 2016 to March 2017, a heterogeneous stratified sample was selected. The data was collected by means of a questionnaire designed and composed of three parts. The first part included the demographic information (5 items). The second part included information about social media that included (4 items) and last information about the behavior included (50 items). The study showed that 36% of the students were affected by the social media. As for the other demographic part, no significant relationship was found.

#### Introduction

Social media has exploded as a category of online discourse where people create content, share it, bookmark it and network at a prodigious rate. Because of its ease of use, speed and reach, social media is fast changing the public discourse in society and setting trends and agenda in topics that range from the environment and politics to technology and the entertainment industry (Asur, S., and Huberman, B.A., 2010). In the last ten years, the online world has changed dramatically, thanks to the invention of social media, young men and women now exchange ideas, feelings, personal information, pictures and video sat a truly astonishing rate.

Seventy-three percent of wired American teens now use social media websites (Oberst, 2010).

Martn, (2008) and Lusk, (2010) share the same concept of social media. To them social media is the use of Facebook, Blogs, Twitter, My Space and LinkedIn for the purpose of communication, sharing photos as well as videos. However, for the purpose of this study social media is captured within the use of internet through Facebook, WhatsApp, Twitter, Skype, Myspace as well as Yahoo Messenger for communication sharing of ideas, sharing of photos and videos by users.

The increased use of Social Networking Websites has become an international phenomenon in the past several years. What started out as a hobby for some computer literate people has become a social norm and way of life for people from all over the world (Boyd, D., 2010)?

Teenagers and young adults have especially embraced these sites as a way to connect with their peers, share information, reinvent their personalities, and showcase their social lives (Boyd, D., 2010).

In the past years, social media websites have become common; giving young people a new way to interact with each other and communicate with the world. Social networking became popular between 2004 and 2006, after Facebook and Myspace were created. Facebook, for example has over 500 million members and it is still growing and approximately 85% of undergraduate students are Facebook users (Schneider N., 2010).

These numbers are expected to grow since Facebook users will continue to grow. And this is not only true for Facebook, numbers for YouTube users closely follow as well (University of New Hampshire, 2010).

The main objective of this study includes to assess the common social media used by students in universe of kufa. And to assess students in universe of kufa behaviors. Also to determine the impact of social Media (Internet include: (Twitter, Facebook, Instagram, YouTube), TV, and other) on first stage students in universe of kufa behaviors. This study also identify the relationship between social Media (Internet include: (Twitter, Facebook, Instagram, YouTube), TV, and other) on first stage student's university and their socio-demographic characteristic.

## **Design of study**

Cross section Descriptive study correlation analytic study was conducted to identify impact of social media on student's college behavior, including (525) student in university of kufa nursing faculty. (December 2016 to March 2017). A sample of (525) male and female students from all 21 universities faculties was taken from 25 students randomly.

## **Administrative arrangement**

Prior to actual collection data, formal administrative approval was obtained to conduct the study from following: -

A- An official arrangement paper was obtained from the faculty of nursing.

## **Setting of the study**

The study was conducted at the students of University of Kufa

## **Sampling and sample selection**

Disproportional stratify sample technique was used, a purposive sample of (525) students of university of kufa.

## **Methods of data collection and tools**

Data were collected through the use of questionnaire from data were collected in the following sequences: -

## **Interviewing of study sample**

The investigator collected data from study by using an interviewing questionnaire form, the questionnaire included three parts: demographic data (5 items), social media data (4 items). Behavior data (50 items).

## Statistically analysis

A descriptive statistical method (parametric method for percentages, frequency and mean), and inferential statistical method (chi-square, correlation coefficient and P value) were used to analyze the data.

## Results and Discussion

This chapter presents the findings of the data analysis systematically in tables as they correspond with the objectives of the study as follows:

A methodically arranged understanding and rationally derived discussion of study results will be presented in this chapter with the support of the available literatures and related studies. The data were analyzed through the

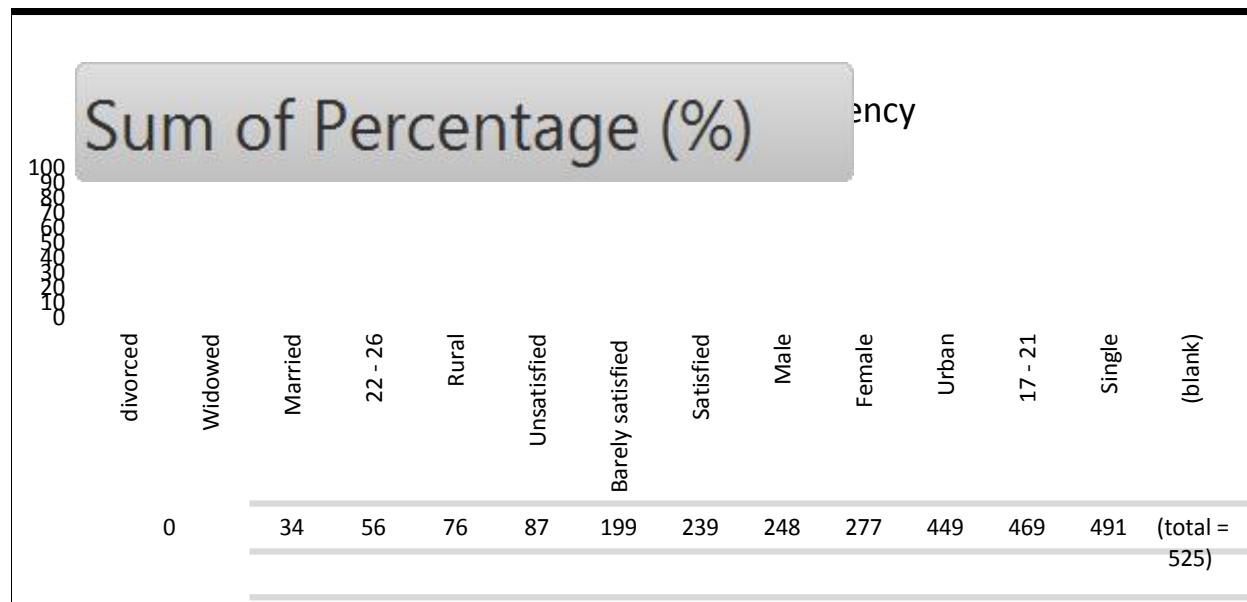
application of descriptive and inferential statistics in order to meet the study objectives. The majority ages of the students are (17-21) years old (89.3%), and the common of them are female (52.8%). In edition of the students are urban residence and accounts (85.5%). In satisfied economic states (45.6%). Also the majority of students are single (93.5%).

The table 6 shows that the cell phone is the dominant social media tools that used by student (89. 5%) but the smart watch is the Mainner tools used by the student (98.9%).

Table 1 presents that the Facebook is the most common social media program used by the students (86.1%).

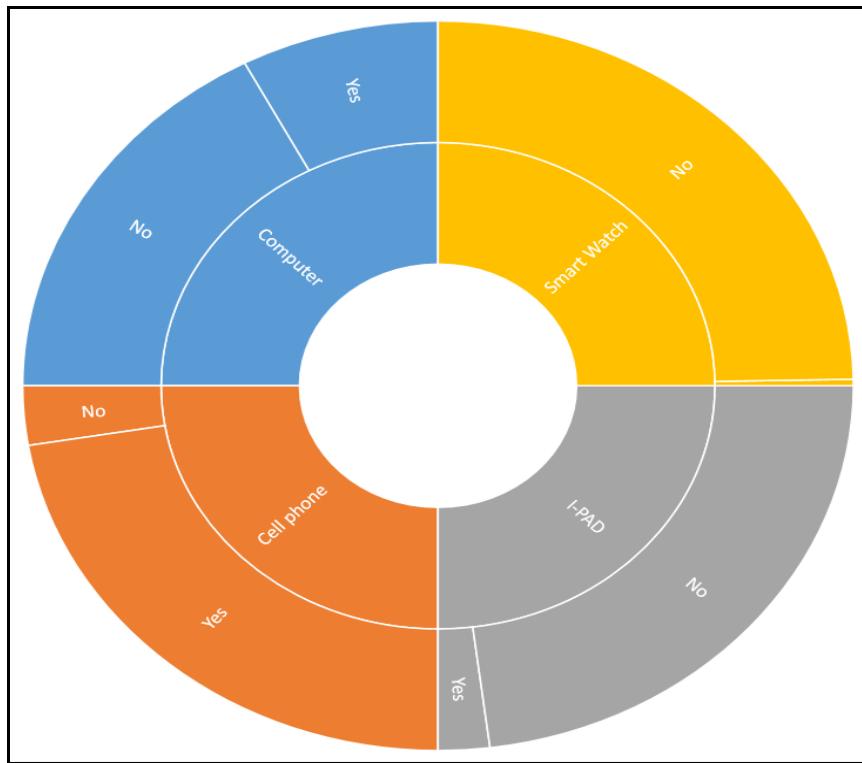
But the Emo is fewer common social media program used by the students (5.3%).

**Fig.1** The observed frequencies and percentages of subjects' groups according to socio-demographic data



This figure shows that the majority of age the students are (17-21) years old (89.3%), and the majority of them are female (52.8%). In edition of the students are urban residence and accounts (85.5%). In satisfied economic states (45.6%). Also the majority of students are single (93.5%).

**Fig.2** Descriptive of study sample according to the used of social media tools



This figure shows that the cell phone is the dominant social media tools that used by student (89. 5%).while the smart watch is the Mainer tools used by the student (98.9%).

**Table.1** Descriptive of study sample according to the used of social media programs

Description of biological hazards	Items	Freq.	Percentage
Facebook	Yes	452	86.1
	No	73	13.9
Instagram	Yes	220	41.9
	No	305	58.1
YouTube	Yes	303	57.7
	No	222	42.3
What's Up	Yes	195	37.1
	No	330	62.9
Viber	Yes	303	57.7
	No	222	42.3
Emo	Yes	28	5.3
	No	497	94.7
Messenger	Yes	364	69.3
	No	161	30.7
Twitter	Yes	53	10.1
	No	472	89.9

This table shows that the Facebook is the most common social media program used by the students (86.1%). While the Emo is less common social media program used by the students (5.3%).

**Table.2** Descriptive statistics of assessment for how to use social media

Description of biological hazards	Items	Freq.	Percentage
Use of social networks	Daily	441	84.0
	Weekly	63	12.0
	Monthly	21	4.0
time of networks using	night	157	29.9
	day	47	9.0
	All the time	319	60.8
hours of networks using	1-5	393	74.9
	6-10	97	18.5
	11-15	35	6.7

This table shows that the majority of study sample use of social networks Daily and accounts for (84.0%) in the study sample, and the majority of them used of social media all the time and accounts for (60.8%). The majority of the students used social media for (1-5) hours daily are accounts for (74.9%).

**Table.3** The observed frequencies and percentages and assessment of Students' social behavior

No.	Items	Freq. (total 525)	Percentage	MS	Ass.
1.	Do you ignore the views and opinions of others view	always	32	5.9	2.19
		Sometimes	363	69.3	
		Never	130	24.8	
2.	. Do you become prone to screech or a target for immediate anger by others?	always	35	6.7	2.41
		Sometimes	240	45.7	
		Never	250	47.6	
3.	Do you publish rumors and gossip from others	always	15	2.9	2.80
		Sometimes	76	14.5	
		Never	434	82.7	
4.	Are the accusations directed to others	always	22	4.2	2.64
		Sometimes	144	27.4	
		Never	359	68.4	
5.	Does the intimidating behavior, such as pointing the finger towards others	always	28	5.3	2.64
		Sometimes	134	25.5	
		Never	363	69.1	
6.	Do you intrude on others	always	15	2.9	2.71
		Sometimes	124	23.6	
		Never	386	73.5	
7.	Do you work on teasing others	always	29	5.5	2.57
		Sometimes	166	31.6	
		Never	330	62.9	
8.	Are you a permanent harness excessively from others	always	23	4.4	2.67
		Sometimes	127	24.2	
		Never	375	71.4	
9.	Are you suggesting, or refer others to force them to leave the place	always	23	4.4	2.57
		Sometimes	180	34.3	
		Never	322	61.3	

10.	Is exposed to others ridiculous jokes to people you do not deal with them.	always	31	5.9	2.61	pass
		Sometimes	144	27.4		
		Never	350	66.7		
11.	Do you can focus on your actions in everything you do	always	47	8.6	2.45	pass
		Sometimes	257	49.1		
		Never	221	42.3		
12.	Do you feel like you're playing a useful role in matters	always	88	16.8	2.15	pass
		Sometimes	272	51.8		
		Never	165	31.4		
13.	Do you feel you are capable of decisions taken in your affairs	always	137	26.1	1.92	Fail
		Sometimes	292	55.6		
		Never	96	18.3		
14.	Do you feel you are under the influence of the constant stress	always	96	18.3	2.00	pass
		Sometimes	331	63.0		
		Never	98	18.7		
15.	Do you feel not being able to overcome your difficulties	always	61	11.6	2.46	pass
		Sometimes	161	30.7		
		Never	303	57.7		
16.	Do you feel that life is a continuous Jihad and suffering	always	255	9.9	1.61	Fail
		Sometimes	218	41.5		
		Never	52	48.6		
No.	Items	Freq. (total 525)	Percentage	MS	Ass.	
17.	Do you feel happy in your activities of daily routine	always	209	39.8	1.78	Fail
		Sometimes	225	42.9		
		Never	91	17.3		
18.	Do you treat things seriously	always	233	44.4	1.68	Fail
		Sometimes	226	43.0		
		Never	66	12.6		
19.	Do you feel the fear and horror of the things that do not require it	always	247	47.0	1.65	Fail
		Sometimes	216	41.1		
		Never	62	11.8		
20.	Can you face your problems	always	246	46.9	1.61	Fail
		Sometimes	236	45.0		
		Never	43	8.2		
21.	Do you feel that things are not beside you	always	100	19.0	2.09	pass
		Sometimes	279	53.1		
		Never	146	27.8		
22.	Do you feel no joy	always	51	33.6	1.76	Fail
		Sometimes	298	56.9		
		Never	176	9.5		
23.	Do not feel self confidence	always	233	44.4	1.66	Fail
		Sometimes	239	45.5		
		Never	53	10.1		
24.	Do you think the person you are interest-free	always	119	22.7	1.96	Fail
		Sometimes	307	58.5		
		Never	99	18.9		
25.	Do you feel that life is not hopeless	always	98	18.7	1.98	Fail
		Sometimes	340	64.8		
		Never	87	16.6		

26.	Do you feel hope for the future	always	175	33.3	1.80	Fail
		Sometimes	278	53.0		
		Never	72	13.7		
27.	Do you feel you are on the whole satisfied	always	161	30.7	1.80	Fail
		Sometimes	308	58.7		
		Never	56	10.7		
28.	Do you feel the emotion and tension all the time	always	211	40.2	1.71	Fail
		Sometimes	253	48.2		
		Never	61	11.6		
29.	Do you feel that life is not worth living	always	139	26.5	2.02	pass
		Sometimes	237	45.1		
		Never	149	28.4		
30.	Do you find that you sometimes cannot do any work, because your temper tired	always	197	37.5	1.75	Fail
		Sometimes	263	50.1		
		Never	65	12.4		
31.	Do Tell your sleep due to the excessive use of smart devices	always	89	17.0	2.04	pass
		Sometimes	324	61.7		
		Never	112	21.3		
32.	Do you suffer from the disorder and discomfort at night	always	84	16.0	2.10	pass
		Sometimes	306	58.3		
		Never	135	25.7		
33.	Are you able to keep distracting yourself	always	60	11.4	2.41	pass
		Sometimes	190	36.2		
		Never	275	52.4		
No.	Items	Freq. (total 525)	Percentage	MS	Ass.	
34.	Do you go out of the house without telling family members	always	85	16.2	2.46	pass
		Sometimes	209	39.8		
		Never	231	44.0		
35.	Are you able to manage your affairs as others	always	272	51.8	2.28	pass
		Sometimes	186	35.4		
		Never	67	12.8		
36.	Are you satisfied with what they achieve on the activities of a student	always	138	26.3	1.61	Fail
		Sometimes	313	59.6		
		Never	74	14.1		
37.	Do you feel satisfied with your achievement in a way for your business	always	75	14.3	1.88	Fail
		Sometimes	310	59.0		
		Never	140	26.7		
38.	Do you feel warm emotion towards those who are close to you	always	65	12.4	2.12	pass
		Sometimes	287	54.8		
		Never	172	32.8		
39.	Do you find it easy adopted with others	always	106	20.2	2.20	pass
		Sometimes	311	59.2		
		Never	108	20.6		
40.	Do you spend a lot of time ensuring with others you	always	164	31.2	2.00	pass
		Sometimes	227	43.2		
		Never	134	25.5		
41.	You got problems as a result of the use of social media	always	65	12.4	1.94	Fail
		Sometimes	230	43.8		
		Never	230	43.8		

42.	Do gained friends through social media	always	78	14.9	2.31	pass
		Sometimes	193	36.8		
		Never	254	48.4		
43.	Has there been a change in behavior as a result of the use of social media	always	67	12.8	2.34	pass
		Sometimes	211	40.2		
		Never	247	47.0		
44.	Did you see or imitate all you read in the media of social communication	always	120	22.9	2.34	pass
		Sometimes	274	52.2		
		Never	131	25.0		
45.	Has there been an improvement in your behavior when you use social media	always	123	23.4	2.02	pass
		Sometimes	293	55.8		
		Never	109	20.8		
46.	Do you encourage others to use social media	always	88	16.8	1.97	Fail
		Sometimes	293	55.8		
		Never	144	27.4		
47.	Do you consider social media a waste of time	always	82	15.6	2.11	pass
		Sometimes	227	43.3		
		Never	215	41.0		
48.	Are my observations are affected by violence and the risk presented by these networks	always	77	14.7	2.25	pass
		Sometimes	229	43.6		
		Never	219	41.7		
49.	Do you become violent if annihilated prevented from using social media	always	64	12.2	2.27	pass
		Sometimes	251	47.9		
		Never	209	39.9		
50.	Do you use social media make you isolated from your friends and your family	always	85	16.2	2.28	pass
		Sometimes	209	39.8		
		Never	231	44.0		

Cutoff point = 2; pass  $\geq 2$ ; fail  $< 2$

This table shows that assessment of student's behavior is pass at all items, except at items numbers (13,16,17,18,19,20,22,23,24,25,26,27,28,30,36,37,41 and 47) their behavior is fail that means that 36% of the students present with negative affected behavior.

**Table.4** Overall assessment of student' social behavior

Questions No. = 50	MS	R.S. %	Assess.
Total Behavior Domain	2.13	71	Moderate affected

m.s (2), cut off point (0.66), poor (m. s=1-1.66) moderate (1.76-2.33), good behavior (2.34 and more)

This table shows that the overall assessment of the student's behavior moderately affected due to using of social media.

**Table.5** Relationship between students' socio-demographic data and their social behavior

Groups	Chi-Square	P-value	Sig.
Age (years)	1.00	.6067	NS
Gender	.74	.3903	NS
Residence	.03	.8669	NS
Monthly income	.17	.9195	NS
Marital status	.13	.7222	NS

This table present Relationship between students' socio-demographic data and their social behavior, there are no significance.

**Table.6** Relationship between students' using of social media and their social behavior

Description of biological hazards	Chi-Square	P-value	Sig.
Computer	.00	.9901	NS
Cell phone	.35	.5552	NS
I-PAD	.47	.4920	NS
Smart Watch	.75	.3855	NS
Facebook	1.54	.2151	NS
Instagram	.80	.3701	NS
YouTube	1.40	.2372	NS
What's Up	.73	.3919	NS
Viber	1.38	.2395	NS
Emo	.00	.9527	NS
Messenger	1.20	.2725	NS
Twitter	.00	.9723	NS
Use of social networks	2.91	.0878	NS
hours of networks using	.25	.8845	NS
Time of networks using	.06	.8122	NS

This table present Relationship between students' using of social media and their social behavior, there are no significance.

The table 2 shows that the common of study sample use of social networks Daily and accounts for (84.0%) in the study sample, and the majority of them used of social media all the time and accounts for (60.8%). The majority of the students used social media for (1-5) hours daily are accounts for (74.9%).

The table 4 shows that assessment of student's behavior is majority is pass at all items, except fewer items the behavior is fail that means that 36% of the students present with negative affected behavior (7).

A study conducted by (7) showed that the impact of social networking sites on the behavior of university students.

The table 6 shows that the overall assessment of the student's behavior moderately affected due to using of social media (Table 3).

The table 5 present Relationship between students' socio-demographic data and their social behavior, there are no significance.

According to the present study findings, we can make the following conclusions:

The results of the study showed an average effect on the behavior of students through the use of social media. And was more mobile in the use of social media and especially Facebook, and was used at all times daily and at a rate of 1-5 hours a day. And there is no relationship between behavior and demographic information (age, residency, gender, monthly income, marital status).

## Recommendation

Determining the time required for schools and not being overly preoccupied with the use of social media.

Conduct similar studies on different communities, including the community, children and students of basic school stages, and examine the impact of using sites Social Media.

Raising awareness among young people about the role and impact of social media in the development of their personalities and guide them to the optimal use of social networking sites.

The need to hold training courses for young people aimed at developing their skills in the recruitment of sites Social communication in the service of their issues and the issues of their nation, especially in the field of advocacy and pressure.

Focusing on school and university students through awareness-raising through posters and posters Purpose.

Call for the establishment of youth groups targeted on the site of social communication, which adopts social and cultural issues to exchange knowledge and spread the benefit.

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## How to cite this article:

Mansour Abdullah Falah, Ahmed A. Al-Shammari and Ibrahim A.K. AL-Ashour. 2017. Impact of Social Media upon Undergraduates Student Behaviors in University of Kufa. *Int.J.Curr.Microbiol.App.Sci*. 6(8): 3048-3057. doi: <https://doi.org/10.20546/ijcmas.2017.608.364>