

A comparative study of usage of social media on life style among rural and urban located college going girls in Meerut district

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Abstract

A study entitled “A Comparative study of Usage of social media on life style among rural and urban located college going girls in Meerut district”, was conducted. The samples of 150 each college going girls were selected from the colleges located in rural and urban areas of Meerut district, using multi stage stratified sampling techniques. Statistically, significant difference regarding mean scores of life style were observed between rural and urban located college going girls belonged to high category of life styles and overall college going girls separately ($p < 0.05$). Statistically significant difference regarding mean scores of life style were also observed between rural and urban located college going girls aged of 18-20 years and 21-22 years belonging to Hindu religion, rural areas, having family monthly income of below Rs. 25,000 and above Rs. 25,000, educated upto graduate level and having Hindi and english medium of education separately ($p < 0.05$).

key words: social media, rural area, urban area, education

Introduction

For connecting people and friends, social media is one of the important source of communication. With the extension of picture and video media, social media is a great way of passing time. Social media bridges the gap between not being able to physically be around people and wanting to connect with them. The life style of college going girls located in rural and urban areas of the district are too much affected by the use of social media sites. The life style of college going girls are effected due to the time spend on social media site, leisure activities, hours of study, recreation and interpersonal relationship. Social-economic characteristics are effected the life style of the college going girls. The purpose of the present study is to know the factors which effect the life style of the college located in the rural and urban areas.

Objective of the Study

To compare the usage of social media on life style between rural and urban college going girls according to their certain characteristics.

Methodology

Three hundred college going girls (150 rural and 150 urban located colleges) from Meerut district as a samples were selected through multistage stratified random sampling technique and the required information was collected using pre-tested questionnaire by the researcher.

Tools of the Study

A self-constructed and pre-tested questionnaire developed by the investigator with the help of supervisor and expert of the subject was used to compare the usage of social media on life style between rural and urban located college going girls according to their certain characteristics in the present study.

Results and Discussion

The collected data were tabulated, analysed, discussed and presented in the table 1. The table reveals the life style scores among rural and urban located college going girls according to their category of life style and mean, standard deviation of life style scores and the value of t-test were calculated and presented in the above table. The rural and urban located college going girls were divided in to three

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categories on the basis of life style scores. The mean scores of low, average and total category of life style among urban located college going girls were more as compared to rural located college going girls while the mean scores of high category of life style were more among rural located college going girls as compared to urban located college going girls. Statistically, significant differences regarding mean scores of life style were observed between rural and urban located college going girls belonged to high category of life styles and overall college going girls separately ($p < 0.05$) while no significant differences regarding mean scores of life style were observed between rural and urban located college going girls belonged to low and average category of life styles separately ($p < 0.05$).

The mean, standard deviation of the life style scores according to age of the rural and urban located college going girls and the value of t-test were calculated and displayed in the above table 2. Statistically significant difference regarding mean scores of life style were observed between rural and

urban located college going girls aged of 18-20 years and 21-22 years separately ($p < 0.05$).

The table 3 highlights the life style scores among rural and urban located college going girls according to their religion and mean, standard deviation of life scores and the value of t-test were calculated. Statistically, significant differences regarding mean scores of life style was observed between rural and urban located college going girls belonged to Hindu religion ($p < 0.05$) while no significant difference regarding mean scores of life style was found between rural and urban located college going girls belonged to Muslim religion even at 5% level of significance. Study conducted in India on life style of rural and urban located college going girls indicated the significant difference among Hindu and insignificant in Muslim girls.

The life style scores of the rural and urban located college going girls according to their residence shows in the table 4. Statistically, significant differences regarding mean scores of life style was observed

Table 1: Comparison of life style among rural and urban located college going girls according to category of life style

Category of Life Style	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	T	p
Low	44	135.68	11.91	04	139.75	17.88	0.630	>0.05
Average	94	183.54	13.74	117	186.21	14.19	1.378	>0.05
High	12	237.67	17.97	29	227.76	9.45	2.138	<0.05
Total	150	173.83	31.59	150	193.00	22.98	6.010	<0.05

Table 2: Comparison of life style among rural and urban located college going girls according to age

Age in Years	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
18 - 20	80	165.70	33.30	80	190.99	19.09	5.893	<0.05
21 - 22	70	183.13	26.63	70	195.30	26.55	2.708	<0.05

Table 3: Comparison of life style among rural and urban located college going girls according to religion

Religion	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
Hindu	134	171.92	31.91	99	193.98	21.98	5.731	<0.05
Muslim	16	183.13	23.14	51	192.45	24.80	0.367	>0.05

between rural and urban located college going girls belonged to rural areas ($p < 0.05$) while no significant difference regarding mean scores of life style was found between rural and urban located college going girls belonged to urban areas even at 5% level of significance.

Table 5 highlights the life style scores among rural and urban located college going girls according to their family monthly income. Statistically, significant differences regarding mean scores of life style were observed between rural and urban located college going girls belonged to family having monthly income of below Rs.25000 and Rs. 25000 and above separately ($p < 0.05$).

The mean and standard deviation of life style scores of the rural and urban located college going girls according to their education were calculated and presented in the table 6. Statistically, significant difference regarding mean scores of life style was observed between rural and urban located college going girls educated upto graduate level ($p < 0.05$).

The mean and standard deviation of life style scores among rural and urban located college going girls according to their medium of education were calculated and presented in the table 7. Statistically, significant differences regarding mean scores of life style were observed between rural and urban located college going girls whose medium of education was Hindi and english separately ($p < 0.05$).

Table 4: Comparison of life style among rural and urban located college going girls according to residence

Residence	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
Rural	132	172.93	31.68	49	195.84	21.62	4.674	<0.05
Urban	18	180.44	30.08	101	191.62	23.49	1.780	>0.05

Table 5: Comparison of life style among rural and urban located college going girls according to family monthly income

Family Monthly Income in Rs.	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
Below 25000	81	178.84	27.62	87	190.64	21.48	3.103	<0.05
25000 & Above	69	167.96	34.77	63	196.25	24.54	5.354	<0.05

Table 6: Comparison of life style among rural and urban located college going girls according to education

Education	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
Graduate	150	173.83	31.59	104	190.66	19.18	4.993	<0.05
Post Graduate	-	-	-	46	198.28	29.16	-	-

Table 7: Comparison of life style among rural and urban located college going girls according to medium

Medium	Location and Life Style						Statistical Value	
	No.	Rural Mean	SD	No.	Urban Mean	SD	t	p
English	18	176.00	21.77	83	192.64	25.13	2.602	<0.05
Hindi	132	173.54	32.69	67	193.45	20.00	4.570	<0.05

Significant difference regarding mean scores of life style of high category was observed while no significant differences regarding mean scores of life style of low and average categories were observed between rural and urban located college going girls separately ($p < 0.05$) in the present study. Similar finding was reported by Joanna, et.al. (2012) and Manuela et al. (2016) of their studies. Further, they reported in their study that life style of young girls was slightly differed according to their age and residence. Manuela (2016) also found significant difference regarding mean scores of life style according to occupation and income of the adolescents. Similar finding was also observed by Manuela et.al. (2016) in their study that difference regarding life style between rural and urban located college going girls educated upto intermediate level. Medium of education either Hindi or english used by urban located college going girls have high life style as compared by rural located college going girls as reported by Manuela et al, (2016).

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