

NEGATIVE IMPACT OF SOCIAL MEDIA USAGE ON AGGRESSIVE BEHAVIOR OF RAJARATA UNIVERSITY OF SRILANKA

A.W.D.M.D. Pushpakumara^{1,*} and K.M.P.G.A.J. Bandara²

^{1,2} *Department of Information Systems, Faculty of Management Studies, Rajarata
University of Sri Lanka, Mihintale, Sri Lanka*

*Corresponding author (email: madureka999@gmail.com)

INTRODUCTION

Social media are interactive technologies that facilitate the creation and sharing of information, ideas, interests, and other forms of expression through virtual communities and networks. Through social media, anyone online is empowered by an unrestricted flow of information to add to their knowledge bank. In today's world, it is undeniable that social media plays an important role in impacting our culture, our economy, and our overall view of the world. In recent years, social media has exploded as a category of online discourse where people create content, share it, bookmark it, and network at a prodigious rate. The researcher (Jayarathne, 2020) highlighted that there are five key characteristics of social media: collectivity; connectedness; completeness; clarity and collaboration lend themselves to be used increasingly to support crisis management functions. The social network Facebook, which was one of the first social media tools of its kind, was launched in 2004 and today has over 600 million users worldwide.

With the economic crisis in Sri Lanka by the public. There is a rally to oust the existing government. This is now a massive public struggle. Nowadays, almost every person uses social media, and they often search for information related to the struggle through social media. Information on social media, regardless of accuracy circulates rapidly. At the same time, the number of people who joined the struggle also increased. There is a great contribution and participation of university students in this struggle. According to (Adegboyega, 2020) that social media had a negative influence on the social behavior of students. As well as the researcher (Jayarathne, 2020) said that social media has a huge impact on social behavior and there is a negative impact on social behavior through social media. Accordingly, let's use this research to examine how social media affected the aggressive behavior of the students of the Rajarata University of Sri Lanka.

In this research, the researcher identified the negative impact of social media usage on the aggressive behavior of undergraduates in Rajarata University of Sri Lanka. Simply behavior is how someone acts. It is what a person does to make something happen, to make something change, or to keep things the same. Behavior is a response to things that are happening: internal thoughts and feelings. Externally the environment includes other people. Forceful conduct is when an individual responds in an antagonistic way towards peers, kin, or grown-ups. It can incorporate verbal and physical aggression. There are parcels of reasons why individuals may well be forceful. They may be feeling on edge and hazardous. They may well be experiencing peer relationship challenges. They may be having trouble communicating how they feel or what their wishes are. Or they might fail to be attempting to get their way. Children and youthful individuals with conditions such as extreme introverted Ness, consideration shortfall hyperactivity clutter (ADHD), and tactile handling troubles might moreover show forceful conduct when they feel out of control, fortified, or on edge, or when they're finding the tactile environment troublesome. According to many researchers, the use of social media networks has a great influence on individual behavior.

METHODOLOGY

The prime aim of this research was to find the factors of undergraduates' aggressive behavior on social media usage in Rajarata University of Sri Lanka. So independent variable was social media usage and aggressive behavior was the dependent variable. This study was analytical in type. Therefore, in this study quantitative techniques were used for data collection and analysis. A structured questionnaire was used to collect data from a sample that has been selected from the population by using random sampling techniques. After that result can be applied to the entire population. And also, data was analyzed using quantitative methods. In this study, the hypotheses were formulated based on a review of the literature. Data was collected from a sample of the population and analyzed to test the hypotheses. The results were then used to draw inferences from the entire population.

The sample has been selected from the population by using random sampling techniques. In this study, the researcher collected data from Undergraduates' of the Rajarata University of Sri Lanka. This research is focused on the negative impact of social media usage on the aggressive behavior of undergraduates in Rajarata University of Sri Lanka. Therefore, the population of this research is the Undergraduates' of Rajarata University of Sri Lanka. At Rajarata University 9627 undergraduates have been studying and according to the above category can understand how many undergraduates are available in all categories. Among all the undergraduates, the researcher randomly selected 370 undergraduates as a sample from the Faculty of Management Studies, Faculty of Technology, Faculty of Social Sciences and Humanities, Faculty of Applied Sciences, Faculty of Agriculture, and Faculty of Medicine and Allied Science.

The following hypotheses are developed for the study.

H₁: There is an impact of incitements on the aggressive behavior of undergraduates in Rajarata University of Sri Lanka.

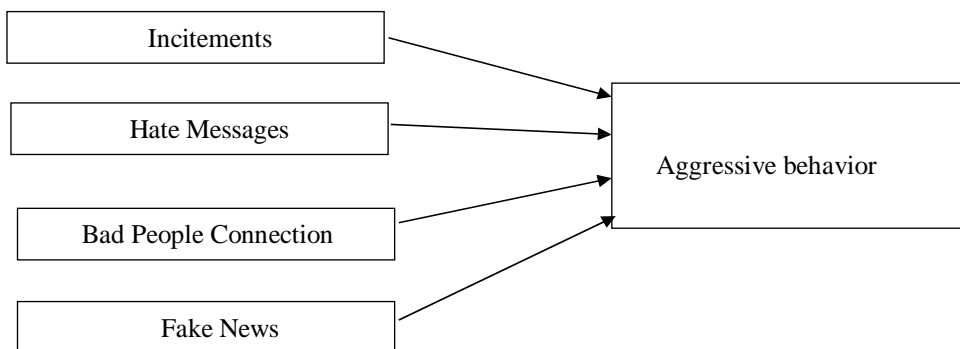
H₂: There is an impact of hate messages on aggressive behavior of undergraduates in Rajarata University of Sri Lanka.

H₃: There is an impact of bad people connection on aggressive behavior in undergraduates at the Rajarata University of Sri Lanka.

H₄: There is an impact of fake news on the aggressive behavior of undergraduates in Rajarata University of Sri Lanka.

Figure 1

Conceptual Framework



RESULTS AND DISCUSSION**Table 1***Reliability Analysis*

Variable	Cornbrash's Alpha	Number of Items
Incitements	0.614	4
Hate Messages	0.855	3
Bad People Connection	0.859	5
Fake News	0.791	5
Aggressive Behavior	0.883	8

Cronbach's alpha value of all variables was ranged from .614 to .883. It is found that 0.6 is considered moderate, 0.7 is acceptable and 0.8 or more will be good, so, it fulfills the relevant accepted level of the reliability.

The R value was 0.888. the adjusted R square value is 0.789 (78 %), which indicates how much of the total variation in the dependent variable can be explained by the independent variable. According to the above result, 78.9% of social media usage and aggressive behavior was described by the independent variables taken under model 1, and the remaining 21.1% of social media usage and aggressive behavior is described by other factors which are beyond the study.

Table 2*Coefficients of Regression Analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error	β		
(Constant)	0.050	0.045		1.099	0.272
Incitements	-0.012	0.024	-0.012	-0.505	0.614
Hate Messages	0.136	0.089	0.133	1.538	0.125
Bad_People_Connection	-0.026	0.132	-0.023	-0.194	0.846
Fake News	0.885	0.066	0.802	13.425	0.000
R Square= 0.789					

According to those analysis, the β value of incitements to aggressive behavior was -0.012. It was described that aggressive behavior increases as incitements increase. The β value of hate messages to aggressive behavior was 0.136. The β value of bad people connection to aggressive behavior was -0.026. The β value of fake news to aggressive behavior was 0.885. Although the data shows the entire regression analysis, Regression analysis was performed for each variable. According to those analysis, the β value of social media usage to aggressive behavior was 0.329. According to the table sig value of social media usage was 0.000 was less than the significant level ($p < 0.05$). According to the correlation sig value of social media usage to aggressive behavior is 0.000. It is less than 0.01 ($p < 0.05$). Therefore, there is a significant impact of social media usage to aggressive behavior of undergraduates.

The β value of incitements to aggressive behavior was -0.069. Thus, for every unit increase in incitements, aggressive behavior increases by -0.069 units. According to the table sig value of social media usage was 0.187 was less than the significant level ($p < 0.05$). According to the correlation sig value of incitements to aggressive behavior is 0.187. It is less than 0.01 ($p < 0.05$). Therefore, there is no significant impact of incitements to aggressive behavior of undergraduates on regression analysis. But there is a significant impact of incitements and aggressive behavior on correlation analysis.

The β value of hate messages to aggressive behavior was 0.753. Thus, for every unit increase in hate messages, aggressive behavior increases by 0.753 units. According to the table sig value of social media usage was 0.000 was less than the significant level ($P < 0.05$). According to the correlation sig value of hate messages to aggressive.

The β value of bad people connection to aggressive behavior was 0.906. Thus, for every unit increase in bad people connection, aggressive behavior increases by 0.906 units. According to the table sig value of social media usage was 0.000 was less than the significant level ($P < 0.05$). According to the correlation sig value of bad people connection to aggressive behavior is 0.000. It is less than 0.01 ($p < 0.05$). Therefore, there is a significant impact of bad people connection to aggressive behavior of undergraduates.

The β value of fake news to aggressive behavior was 0.753. Thus, for every unit increase in fake news, aggressive behavior increases by 0.753 units. According to the table sig value of social media usage was 0.056 was less than the significant level ($P < 0.05$). Therefore, there is no significant impact of fake news to aggressive behavior of undergraduates on regression analysis. According to the correlation sig value of fake news to aggressive behavior is 0.000. It is less than 0.01 ($p < 0.05$). so, there is a significant impact of fake news to aggressive behavior on correlation analysis behavior is 0.000. It is less than 0.01 ($p < 0.05$). Therefore, there is a significant impact of hate messages and to aggressive behavior of undergraduates

CONCLUSION AND IMPLICATIONS

Social media may be a form of exertion for individuals, particularly undergraduates, to urge to move near to each other on the web or through social contacts by making associations through people. There is the most important relationship between incitements, hate messages, bad people connections, fake news, and aggressive behavior. The sample of 370 undergraduates was selected by using the random sampling technique. Primary data is collected by using a structured questionnaire.

According to the correlation analysis results, there is a positive relationship between social media use and aggressive behavior. The regression coefficient of social media use shows that it has a positive impact on aggressive behavior. So according to the study findings, four hypotheses are supported but one hypothesis is not accepted. The result of this study also shows that Hate messages, bad people connections, and fake news about the use of social media have a significant positive impact on the aggressive behavior of undergraduates of Rajarata University, but the incitement to social media usage has no impact on their aggressive behavior.

Keywords: Aggressive behavior, social media, undergraduates

REFERENCES

- Abdillah. (2020). FinTech E-commerce payment application user experience analysis during COVID-19 pandemic. *Scientific Journal of Informatics*, 265–278.
- Adegboyega, L. O. (2020). Influence of Social Media on the Social Behavior of Students as .
- Aduda, J., & Kingoo, N. (2012). The Relationship between Electronic Banking and Financial Performance among Commercial Banks. *Journal of Finance and Investment Analysis*, 99-118.
- Agarwal, & Staff. (2019). What Impact Has India's Fintech Ecosystem Created On Banking?
- Arseculeratne, L. (2019). *Impact of digital banking on banks' profitability: study on Sri Lankan banking industry*. dl.lib.uom.lk.

- Bu, Y., Yu, X., & Li, H. (2022). The nonlinear impact of FinTech on the real economic growth: evidence from China. *Economics of Innovation and New Technology*.
- Chen, Y. C., Chou, T., & Syue, M. (2009). Corporate governance and Long-Run performance of equity issues: the role of foreign ownership in Taiwan. *Asia Pacific Management Review*, 14 No. 1 , 27-46.
- Chiang, Y.-C., & Kuo, C. (2006). Foreign Ownership and Firm Characteristics in the Taiwan Stock Market. *The International Journal of Management*, 23(4), p. 743.
- Collings, D. G., Demirbag, M., Tatoglu, E., & Mellahi, K. (2014). High-Performance Work Systems and Organizational Performance in Emerging Economies: Evidence from MNEs in Turkey. *Management International Review*, 54(3).
- Dahlquist, M., & Robertsson, G. (2001). Direct foreign ownership, institutional investors, and firm characteristics. *Journal of Financial Economics*(59(3)), 413-440.
- Ellili, N. (2011). “Ownership structure, financial policy and performance of the firm: US evidence. *International Journal of Business and Management*, 6 (10). 80.
- Jayarathne, D. (2020). *The impact of social media towards the social behavior during post crisis*, 14.
- Mao-Feng, Lynn, H., & Aziz, J. (2019). “Ownership structure, board of directors and firm performance: evidence from Taiwan”, *Corporate Governance*. 19(1) 189-216.
- Samarakoon, L. (1999). The Capital Structure of Sri Lankan Companies. *Sri Lankan Journal of Management*, 4(18-30). Retrieved from <https://ssrn.com/abstract=1394886>
- Song, N., & Otoo, I. (2022). The Impact of Fintech on Economic Growth: Evidence. *School of Management and Economics*.
- Udo, E., Victor, I., Abner, I., & Ogbodo, I. (2022). Effect of financial technology on economic growth in Nigeria. *Journal of Xi'an Shiyou University, Natural Science Edition*, 390-401.
- Union, I. T. (2013). International Telecommunication. *Measuring the Information Society*.
- Zukaa, M., Mouselli, S., & Abdulraouf, R. (2018). Corporate governance and firm performance: An empirical evidence from Syria. *International Journal of Islamic and Middle Eastern Finance and Management*. 11(4), 591-607.