THE IMPACT OF SOCIAL MEDIA ON SOCIAL LIFESTYLE: A CASE STUDY OF UNIVERSITY FEMALE STUDENTS

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Abstract
The impact of social media (SM) or new media (NM) in our education institutions and society today are undoubtedly overwhelming. Students in the developed and developing countries are becoming more addicted to social media and its applications for various reasons. These reasons can lead to change in social and personal lifestyle both academically and off-academic. This study aims to assess the impact of social media on female student's social lifestyle. The study deployed a quantitative research methodology involving questionnaire research instrument among 69 female students in the North-West University, South Africa. The findings include the followings; social media refines how female students think, interact, communicate, fall in love (find love), their social lifestyle and many more.

1. Introduction

Over the years, there has been a drastic improvement in technology. Social media which is mainly for conveying information has essential among students including female students. The growing trend in World Wide Web (WWW) has increased knowledge acquisition, sharing and transfer of information has become easier than before. People from all walks of life can now easily share information, pictures and post both motivational thoughts on the social media and advert jobs. With the advancement in technology, all these can be done even on one's bed or bed room at his/her convenience time using smartphones, tablets, or personal computers. With this advent of social media globally, many female students has up their games in terms of utilising the media wisely for more acquisition of knowledge meanwhile, many devote most of their time on things that adds no value to their academic such as constant chatting and uploading of different pictures. Social media simply refers to online tools created for the purpose of interaction and content sharing among people in the community (Nyangeni, Du Rand & Van Rooyen, 2015). In its broader context, social media includes; web based technologies like YouTube (social video sharing service), test messaging, blogs, microblogs such as Twitter, social networking services (e.g. Facebook, MySpace, WhatsApp).

2. Problem statement and objectives

The usage of social media by youths has become a way of life and personal activities are made public (Edge, 2017). Many studies has been carried out on students usage of social media, its impact on their social behaviour, education, academic performance as well as the positive and negative impact, the factors that influence the usage, ethical usage and many more (Al-Sharq, Hashim & Kutbi, 2015; Wolf, Wenskovitch & Anton, 2016; Mingle & Adams, 2015). Khan (2012) conducted a research which focused on social media websites impact on students. While Ahn (2011) study covered social media effect on academic advancement and social wellbeing of

adolescents. Although limited information is known on the impact of social media or new media on female student's social lifestyle. According to Rajeev (2015), SM impact different area of our society in allowing individuals to make their views and life public. While Shabir, Hameed, Safdar and Gilani (2014) suggests that youths social lifestyle are impacted by
SM, the impacts can be negative sometimes.

3.   Literature study
Social media is becoming part of our society, changing social norms and culture (Al-Sharq, Hashim & Kutbi, 2015). Information and contents sharing is now a social desire (Wolf et al., 2015). It has changed how many people including students especially females students interact, communicate and socialise in the learning institutions. The new media as mostly called provides robust connectivity, communication and content sharing among students and rest of the society. Students
can now participate on social discussions, posting comments, pictures, images, share ideas and many more. At this point, one can say that SM influences youth daily life path and particularly the students (Rajeev, 2015).

3.1.   Female students and social media
Social media creates channels for connectivity, communication, discussion and interaction among people. The channels provides news and information across genders. Shabir et al. (2014), believed that SM influences the youth and females included. World events of today are impacted by social media as researches prove that 50% of people on daily basis gets instant news through this channel (Lowisz, 2014). Undoubtedly, the usage of social media has affected social and human feelings. These feelings can results to pain, hurt, mental and emotional breakdown (Williams, 2012), crisis in marriage and many more. But studies on the effect of social media on marriage discontinuity are few. Furthermore, Williams

(2012) argued that ineffective usage of Facebook by couples can lead to relationships collapse. The study also alluded that Facebook usage affects relationship and continue to change human interaction landscape. The researcher further stated that SM influence user's culture and belief system, values, religion, "pop culture", politics and many more. Altogether, SM can be said to be widely used by female students than male fellows for various reasons and activities.

3.2.   Social media impact on female students
Social media if utilised wisely can serve as a good avenue for collaborative learning for students (Chen, Kaewkitipong & Ractham, 2016). Gross (2004) stated that the use of social media has spiked so high over the past decades which has increased lots of expectations such as; **a)** the prediction of social media use by gender as boys appear to spend most of their time browsing the internet while girls engage in chatting, **b)** that the use of social media leads to adolescent depression and isolation, **c)** that adolescents uses social media for diverse unknown things. Jha, Shah, Basnet, Paudel, Sah, Sah and Adhikari (2016) maintained that Facebook is among the type of social media application widely used across all ages and professions. SM applications can be assessed from devices like computer and at anywhere any time for the purpose of connecting friends and well-wishers, interacting and sharing personal ideas. Furthermore, the use of social media like Facebook can leads to addictive behaviours and dependence among students which calls for concern. Also the use of social media by students can cause problems of self-esteem, depression and sleeplessness.

With the improvement in technology, research has proven that social media plays a huge role in the economy growth, uniting of friends and allow making of new friends. While it consequences includes; terrorist attack, cyber bullying, poaching for sexual exploitation and

time wasting (Makinde, Odimegwu, Abdulmlik, Babalola & Fawole, 2016). Also, research reported that the use of social media has led to series of female violence through arranged meetings with social media male friends. Junco, Helbergert and Loken (2011) work is in congruent with more recent works maintaining that social media encompasses Internet website, service and practices that enhance sharing of information among people. One of Internet websites like Facebook which is also the most used social media among students with effect on their educational performance.

3.3. Social media impact on social life style
The information age brought by Internet change has formed social or new media world. Social media has created alterative new world of information, communication, and interconnectivity order which cannot be activated using face-to-face method among the students (Al-Sharq et al., 2015; Chukwuere & Onyebukwa, 2017). The new world order has reshaped and refined student's social well-being. With SM, pressing issues in the societies are discussed and given attention (Shabir et al., 2014). However, few years ago, high education institution students has engaged on excessive usage of social media which has coined a debate on whether the usage of social media has impacted on their social lifestyle, wellbeing and behaviour (Al-Sharq et al., 2015). According to Al-Sharq et al. (2015), the level of changes brought by social media has motivated tutors, students, education institutions and other stakeholders to improve their interactions and teaching and learning delivery technique. The adoption of SM into education and in life at large is attributed to it user-oriented features, cheap and easy to use and others (Chukwuere & Onyebukwa, 2017).

Students uses social media across different departments including nursing, information systems and many others. Also for various reasons like communicating with friends, access to learning contents and sharing, group discussion forum, chat room, wiki, fun and many more (Al-Sharq et al., 2015). At this point, the usage of social media among university students can bring positive and negative impacts. Al-Sharq et al. (2015) further stated that SM create a new innovative mind-set on students as well as improving inter-social interaction and relationship between students and educators. This new media can be addictive, time consuming, distractive, social-gathering isolation, monophobia and others.

Also, Mingle and Adams (2015) suggested that the usage of SM negatively cause bad hand writing and spelling, lateness to class and assignment submission, addiction, few study time and others. These negative effects can be visualised on social lifestyle or cultural belief system changes. Mingle and Adams (2015) further asserted that SM changes educational settings and learners behaviour. The platform exposes students to post unethical contents and views (Edge, 2017). The extent of changes from SM is one of the most innovation of the 21st century. But SM can cause harm/s to the user (Moate, Chukwuere & Mavhungu, 2017).

4. Research methodology
This study deployed both primary and secondary data sources. The primary data source was collected through questionnaire while the secondary data was also built using literature study. This study focused on the impact of social media on female student's social lifestyle. The study involved random sampling method in the North-West University, Mahikeng, South Africa. The sample size of 67 female students was involved in the study through questionnaire data gathering technique. Then, a descriptive research method was used in understanding and exploring the effects of social media on social lifestyle of female students.

4.1. Research questions
- What are the impact of social media on social lifestyle of female students?
- What are the attitude and perception of female students on social media impact on their social lifestyle?
- To what extend do social media changes social lifestyle of female students? (Positive and negative).

5.   Data analysis and discussions
What are the impact of social media on social lifestyle of female students?

The use of social media has a great deal of impact on user's social lifestyle. According to Chen et al. (2016), the usage of SM improves collaborative learning among
students. Also, there is ongoing discussions on whether the usage of SM affects social behaviour, lifestyle and well-being of students (Al-Sharq et al., 2015). To address the discussion with clarity, this research question aimed to determine SM impact on female student's social lifestyle.

Table 1: Preferred social media application by female students

		Responses	
		N	**Percent**
Which of the following is your preferred kind of social media application?	WhatsApp	59	85.5%
	Facebook	32	46.3%
	Instagram	22	31.8%
	YouTube	19	37.5%
	Twitter	8	11.5%
	Skype	3	4.3%

In accordance to Table 1, the finding indicates that 59 (85.5%) of the female students preferred using WhatsApp, 32 (46.3%) uses Facebook, while 22 (31.8%) prefers Instagram and the list continue. However, according to study by Jha et al. (2016), Facebook is the most used SM application and it is used across different professions to connect friends and colleagues. But this study suggested WhatsApp to be the preferred SM application.

Table 2, 3 and 5 results is presented in the following manner: Strongly agree (SA) + Agree (A) = Agree (A), Disagree (D) + Strongly disagree (SD) = Disagree (D) and Undecided stands alone. The study focused on A and D. However, undecided student results were not considered in the analysis because their opinions cannot be matched to any category (agree or disagree).

Table 2: The impact of social media on female student's social lifestyle

Construct	SA	A	Total (A)	D	SD	Total (D)	Undecided
Does the use of social media impacts on female student's social lifestyle?	22	35	**57**	4	6	**10**	2
	32%	50.7%	**82.6%**	5.7%	8.6%	**14.4%**	2.8%
	3	33	**36**	22	3	**25**	8

Does social media usage promotes good societal norms and values?	4.3%	47.8%	**52.1%**	31.8%	4.3%	**35.2%**	11.5%
Does the posting of irrelevant, racist, abusive, anti-cultural and religious contents and links promotes hatred among racial groups in the society?	29 42.0%	29 42.0%	**58** **84.0%**	5 7.2%	2 2.8%	**7** **10.1%**	4 5.7%
Does the use of social media by female students disvalue marriage institution in the society?	4 5.7%	21 30.4%	**25** **36.2%**	24 34.7%	5 7.2%	**29** **42.0%**	15 21.7%

Literature and discussions on social media impacts on students social lifestyle has been lauded and researched by researchers. The literature from this study highlighted the impact of SM in different ways. This study found that 57 (82.6%) of the females participants suggested that social media have impacted on their social lifestyle. The study concord with researchers (Al-Sharq, Hashim & Kutbi, 2015; Wolf, Wenskovitch & Anton, 2016; Mingle & Adams, 2015) they believed that SM impact students both on social behaviour, education and others. The findings suggests that SM impacts female students' social lifestyle.

A questionnaire was used to determine whether social media promotes good societal norms and values in Table 2. The study found out that 36 (52.1%) of the female students strongly believed that social media promotes good and better societal norms and values. This norms and values are what reshapes social well-beings which promotes a healthy and better society at large. Al-Sharq et al. (2015) research findings supported this study indicating that SM has brought social norms and cultural change. The findings further show that 25 (35.2%) of the participants disagrees on SM promoting good societal norms and values.

According to the next question which states, "Does the posting of irrelevant, racist, abusive, anti-cultural and religious contents and links promotes hatred among racial groups in the society?" The question aimed to determine if SM abusive or unethical/anti-cultural contents posting promotes hatred in the society. The finding found out that 58 (84.0%) of the female students accepts that some SM posting promotes hatred in our inter-race, society and possibly the world at large. Table 2 also provided more responses from the participants.

A healthy marriage can produce structured and sound society. A question was asked to identify if SM has influences on structural or conventional views of students with regards to marriage. A study by (Williams, 2012) proves that Facebook as SM application affects relationships including marriages. The findings submits that 29 (42.0%) of the respondents disagree that the use of SM doesn't disvalues marriages perception and concept in our society. This finding proves that no matter SM impacts in the society, marriage is still surviving.

What are the attitudes and perceptions of female students on social media impact on their social lifestyle?

Attitude towards technology can be influenced by user's perception which can lead to acceptance. This means that perception leads to attitude (positive or negative) which could result to acceptance or not. This question works towards understanding female student's attitude and perceptions impacts of SM on social lifestyle.

Table 3: The attitude and perceptions of female students on social media impact on their social lifestyle

Construct	SA	A	Total (A)	D	SD	Total (D)	Undecided
Social media is good for today's education learning?	19	37	**56**	8	3	**11**	2
	27.5%	53.6%	**81.1%**	11.6%	3.3%	**15.9%**	2.9%
The use of social media is negatively affecting personal interaction (social lifestyle)?	15	30	**45**	20	0	**20**	4
	21.7%	43.4%	**65.2%**	28.9%	0%	**28.9%**	5.7%
The use of social media promotes immoral and unethical posting of videos, pictures, images among female students?	12	38	**50**	11	4	**15**	4
	17.3%	55.1%	**72.4%**	15.9%	5.8%	**21.7%**	5.8%
The use of social media creates unnecessary information and confusion on female students mind?	9	26	**35**	27	4	**31**	3
	13.0%	37.7%	**50.7%**	37.7%	5.8%	**44.9%**	4.3%
The use of social media impact on female students positively?	8	30	**38**	15	2	**17**	16
	11.5%	43.5%	**55.0%**	21.7&	2.9%	**24.6%**	23.2%

The first question on Table 3 says "social media is good for today's education learning?" The findings reported that 56 (81.1%) of the participants agreed strongly that SM promotes good 21st century education teaching and learning. The finding was backed by Chen et al. (2016), they agreed that SM can contribute very well on education in the way of promoting collaborative learning among students, however when applied correctly. The finding is an indication that SM is a welcomed development and initiative on the 21st century education environment.

The second question meant to find whether SM negatively affect personal interaction (social lifestyle) of female students. According to Shabir et al. (2014), they affirm that sometime, youths are negatively affected by SM. In accordance with this study in Table 3, 45 (65.2%) of the participants alluded strongly that SM negatively affect their social lifestyle and interactions in the society. The findings proves that majority of the responses agreed that SM have negative impact on social lifestyle interactions. The impact might have resulted from their perceptions which controls attitudes (positive or negative).

The study further presented with 50 (72.4%) of the students suggesting that SM promotes immoral and unethical posting of videos, pictures, images among female students. While 15 (21.7%) disbelieved that SM encourages unethical posting of videos, pictures, comments, and many more by female students. The findings suggests that overall, unwisely usage of SM promotes unethical posting of

private-personal contents online which most times backfires on the content-creator or account owner. It also shows that SM promotes unethical posting of contents online.

The massive usage of SM has engineered positive and negative information and creating confusion as well. To ascertain whether SM usage has created unnecessary image, information (content) sharing and confusion (positive and negative) on the mind of female students, then, the fourth (4th) question was asked. The finding proves that 35 (50.7%) of the students agree strongly that SM has created unnecessary and confusion on the minds of female students. The findings showcased that SM creates information or contents overloads

among female students which leads to confusion on what to believe and what not to believe.

The fifth (5th) on Table 3 seeks participants understanding to ascertain if SM impact positively on female students. There are a number of researches suggesting the fact that SM usage impacts on students including female students. Then, 38 (55.0%) of the participants strongly agree that SM have positive impacts on female students. While 17 (24.6%) believed that SM is not impacting on them positively. The overall findings indicates that SM is positively impacting and influencing on female students.

Table 4: The social lifestyle constructs that affect social media most

Construct		Responses	
		N	Percent
In which of the following social lifestyle constructs do social media affect the most?	Interest	22	31.8%
	Culture	20	28.9%
	Belief	15	21.7%
	Opinion in life	32	46.3%
	Behaviour	37	53.6%
	Behavioural orientation (group and individual)	22	31.8%
	Thought	23	33.3%
	Social position	21	30.4%
	Action	16	23.1%
	Associations	1	1.4%
	Norms	2	2.8%

There are different social lifestyle constructs that SM can impact on. Table 4 presents those constructs. According to Al-Sharq et al. (2015), there is an on-going debate on whether SM impacts social lifestyle, well-being and on the users behaviour. While Mingle and Adams (2015) states that SM changes student behaviour. Table 4 presents findings which indicates 37 (53.6%) of the participants suggests that SM impacts their Behaviour, Opinion in life 32 (46.3%), Behavioural orientation (group and individual) 22 (31.8%), Interest 22 (31.8%), Social position 21

(30.4%), and many more. The findings shows that the presence of SM impacts female students behaviour which can lead to change in social behaviour, life opinion (opinion in life), social position, interest, thought, belief, culture, behavioural orientation (group and individual), action, association and norms. All these constructs are social lifestyle components of an individual. Then the findings suggests that SM has direct impact on them all.

To what extend do social media change social lifestyle of female students?
SM brings social lifestyle change. The level of changes brought by SM has motivated students, youths, tutors, and academic institutions (Al-Sharq et al., 2015) and they like
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to be adopting it into their daily life activities and operations. According to Mingle and Adams (2015), SM brings behavioural change. This study question seeks to determine the level or extent of change introduced by SM

Table 5: Positive and negative impacts of social media on female students

Construct	SA	A	Total (A)	D	SD	Total (D)	Undecided
Has the use of social media destroyed your social values and lifestyle?	4	20	**24**	29	11	**40**	5
	5.8%	29.0%	**34.7%**	42.0%	15.9%	**57.9%**	7.2%
Does the use of social media promotes borrowing of foreign culture and traditions?	9	35	**44**	18	1	**19**	6
	13.0%	50.7%	**63.7%**	26.1%	1.4%	**27.5%**	8.7%
The use of social media helps in destroying gender inequality?	5	23	**28**	27	4	**31**	10
	7.2%	33.3%	**40.5%**	39.1%	5.8%	**44.9%**	14.5%
The use of social media encourages female students to involve in politics?	14	21	**35**	19	3	**22**	12
	20.2%	30.4%	**50.7%**	27.5%	4.3%	**31.8%**	17.4%
The use of social media calling, chatting, sharing contents, linking links and many more is time consuming?	26	29	**55**	10	1	**11**	3
	37.6%	42.0%	**79.7%**	14.5%	1.4%	**15.9%**	4.3%
The use of social media has changed how you feel in falling in love with non-South Africans?	7	23	**30**	25	5	**30**	9
	10.1%	33.3%	**43.4%**	36.2%	7.2%	**43.4%**	13.0%
The use of social media is latest means for you to find love?	5	19	**24**	24	14	**38**	7
	7.2%	27.5%	**34.7%**	34.8%	20.3%	**55.0%**	10.1%
The use of social media has destroyed your relationship with family, friends, and course-mates?	6	10	**16**	26	22	**48**	5
	8.7%	14.5%	**23.1%**	37.7%	31.9%	**69.5%**	7.2%
The ineffective of use of social media destroys inter-relationship between countries?	7	25	**32**	23	4	**27**	10
	10.1%	36.2%	**46.3%**	33.3%	5.8%	**39.1%**	14.5%
The use of social media is becoming addictive to female students?	42	16	**58**	2	1	**3**	0
	60.9%	23.2%	**84.0%**	2.9%	1.4%	**4.3%**	0%
Does social media influence on how you communicate or address older person?	14	21	**35**	26	7	**33**	1
	20.2%	30.4%	**50.7%**	37.7%	10.1%	**47.8%**	1.4%

The level of change attributed to SM can either be positive or negative on female students. The

first question on Table 5 directed to understand whether SM destroys social values and lifestyle

of female students. According to the study finding, 40 (57.9%) of the participants disagree that SM destroys their social values and lifestyle. while 24 (34.7%) contradicts by agreeing that SM destroys female students values and lifestyle which is a negative impact. At this point, the study proves that SM does not destroy female student's social values and lifestyle. Though there are levels of impact on behaviour and all that.

Culture is element of social construct. According to the finding in Table 5, the second question seeks to understand if SM promotes borrowing of foreign culture and traditions. The finding indicates 44 (63.7%) of the respondents concord that SM promotes females students borrowing and adopting foreign culture and traditions. This finding depicts that SM usage by female students influences their adoption of foreign lifestyle and traditions.

Our society exist on gender and social inequality. The third question on Table 5 aimed to address whether SM assist in breaking the gender-divide and inequality in the present society. The finding shows that 28 (40.5%) accepts that SM helps in breaking and destroying gender inequalities among students. While in contrary, 31 (44.9%) stands that SM does not destroy gender inequalities among genders in our society. The findings highly proves that SM doesn't promote knowledge and ideas to disarm gender inequality and imbalance in the society.

The finding further continue on the fourth row which implies that 35 (50.7%) of the participants believing that SM encourage them through its contents and activities to join or develop interest in politics. In contrary, 22 (31.8%) suggests that SM does not encourage them to join or engage in political exercises and activities. Simply, the finding shows that SM contents, and views around political issues brings good inspiration for female student to

join, engage in political discussions and task in the present day society.

The finding further alluded that different activities performed on SM like chatting, page liking, call (audio and video) and many are time consuming to female students. The indication (79.7%) has proven that continuous engagement on SM by female students for different kinds of activities are time consuming and distracting.

Another set of question seeks to understand from participants if SM usage by female students brings about changes on how they fall in love with non-South Africa men. Change is a constant thing on social media in our life-time. According to Al-Sharq et al. (2015), SM has changed the face of academic institutions together with the users. The change also reflect on how users feel, think, reason, act, accept, transfer ideas and contents, and the list continue. The study finding provide a clarity that 30 (43.4%) felt that due to SM their choice and chances of being in romantic or love relationship with non-South Africa men is boosted. While, 30 (43.4%) also disagree with the finding by saying that SM has changed nothing in the way they feel about non-South Africa men. The finding highlights that SM is busy changing and promoting inter-race, tribe, and countries love relationships but many still downplay on the view by alluding that SM has not changed their love stand towards non-South African men.

In another account, participants were made to state if SM is the latest platform or medium they used to find love. Love is an essential ingredient that bind human beings together. Based on this, a question was asked "Is the use of social media the latest means for you to find love?". 38 (55.0%) clearly stated that SM is not the latest medium or means for them to find love and affection. Findings further show that 24 (34.7%) of the respondents agree that SM is the latest means in finding love and affection.

The overall finding indicates that female students are not using SM just for love searching, however, some felt that SM have opened a new door in the relationship world as a latest medium to find love.

Against all the odds and negativity following SM among the youth. The research tries to assess whether "SM destroys family, friends and classmates", the finding point to the fact that 48 (69.5%) of the respondents disagree that SM destroys family, friends and course-mate relationship. All the indication proves that SM usage by female students are not really jeopardising their family, friends and classmate relationships and values.

The next question focused on the ineffective use of SM that destroys inter-countries relationship and interactions. The finding on Table 5 found that 32 (46.3%) of the respondents accepts that ineffective usage or application of SM destroys inter-countries understanding, interactions and relationship due to unethical contents and image postings. The row also indicated that 27 (39.1%) disagree by stating that SM does not destroy inter-nations relationship and corporations. The finding lauded to the fact that SM does affect inter-country's cooperation and relationships.

Mingle and Adams (2015) research findings suggests that SM usage promotes addiction among students and youths. Their finding was in-line with this study outcome which indicate that 58 (84.0%) of the respondents suggests SM is becoming addictive to female students which can be seen as a negative side of the application and platform. The overall finding proves that SM usage among female students is becoming an addiction to them.

Respect and regard to elderly ones can be seen as a social norm. As a result of SM, many things about social attitudes and standards have change in recent time. Then this question "Does social media influence on how you communicate or address older person?" was administered to understand if females students regard for older persons have changed or influenced by SM. The findings suggests that 35 (50.7%) of the participants agree that SM has defined how they communicate, address and regards elderly persons. While 33 (47.8%) proposed otherwise that SM has not changed any of their social regard, respect, communication to older persons. This study can state that female students regard for older persons has declined a lot due to the influences of SM.

6. Research findings

University female student's usage of social media applications and platform is echoing widely in developing countries like South Africa and across other places. The finding demonstrated that WhatsApp is the most used SM application utilised by female students. The rest of this study findings are presented in the following headings:

The impact of social media on female student's social lifestyle
- Social media actually impact on female student's social lifestyle, influencing their views about life in general.
- To a larger percentage, social media promotes good and healthy societal norms and values which prove a positive sign in our society.
- Overwhelmingly, female students strongly suggests that posting of irrelevant, racist, abusive, anti-cultural and religious contents and links promotes hatred among racial groups in the society.
- Participants also argued that social media usage by female students does not disvalue their thought, regard and value on marriage as an institution in the society.

The attitude and perceptions of female students on social media impact on their social lifestyle

- Female students have a good attitude and perception on SM as an aid to teaching and learning (education) in our society today.
- Their attitude and perception also proves that SM is negatively affecting personal interaction and social lifestyle in the society.
- The finding also proves that female students believed that SM promotes immoral and unethical posting of videos, pictures and images among students. The posting sometimes leads to a display of personal/private contents and pictures online for the public to see.

- The study also found out that SM usage promotes and creates unnecessary information and confusion on the minds of female students. They are sometimes confused in determining between true and fake information and contents on SM sites and applications.
- The attitude and perception of female students proves that SM can impact positively, however, this impact heavily lays on effective usage.

Social media impacts on female students social lifestyle constructs according to this hierarchy (Table 6):

Table 6: Hierarchy impact of social lifestyle constructs

	Hierarchy impact of social lifestyle construct		
1	Behaviour	7	Culture
2	Opinion in life	8	Action
3	Thought	9	Belief
4	Interest	10	Norms
5	Behavioural orientation (group and individual)	11	Associations
6	Social position		

The extend social media changes social lifestyle of female students

The impact of SM on female students can either be positive or negative.

Positive impacts of social media on female students social lifestyle

- Social media does not destroy social values and lifestyle.
- It also encourages female students to get involved in politics.
- According to the findings, half of the participants affirmed that the usage of social media influences how they fall in love with non-South African men.
- The use of social media is not regarded as the latest channel for female students to

find love, rather they prefer traditional method.
- The usage of social media by females has not destroyed they relationship with family, friends and course-mates.

Negative impacts of social media on female students social lifestyle

- Social media promotes borrowing of foreign culture and traditions.
- Social media doesn't help in destroying gender inequality, rather it promotes it.
- The use of SM features (calling, chatting, sharing contents, linking links and many more) consumes female student's time.
- According to the findings, half of the participants affirmed that the usage of

social media influences how they fall in love with non-South African men.
- The ineffective use of social media destroys inter-relationship between countries.
- The use of social media is an addiction for female students.
- Social media influence how female students communicate and address older persons in the society.
- Overall, female student's usage of SM affects and impact on their personal interaction (social lifestyle).

7. Recommendations
The impact of social media reengineers social, historical, and personal lifestyle, views and thinking pattern of female students. To manage the effects on society, this study identifies a number of recommendations in the regard:
- Social media sites and applications should be culture-oriented both in content and features.
- Female students should spend lesser time on SM because it can be addictive and time consuming.
- Female students should limit believing everything they read, and watch on SM sites applications.

- People should stop making abusive comments, sending unethical videos on SM sites and applications.
- SM should not influence individual regards, and respect for others.

8. Conclusions
Despite articles on social media and its influences in the society with less focus on female students, this unique study carefully examine the impact of social media usage on female student's social lifestyle. The study was able to discover diverse impacts of social media usage both positive and negative which are a result of advancement in modern technology. The findings highlights include the followings; social media refines how females students think, interacts, communicates, fall in love, their social lifestyle and many more. Appropriate recommendations were made which includes; making social media culture-oriented, female students spending less time on social media in order to avoid addiction, female student should limit believing everything they read and watch on social media sites and people should stop making abusive comments and sending unethical videos on social media.

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