

IMPACT OF SOCIAL MEDIA ON LIFE STYLE HABITS OF FEMALE STUDENTS

(A Case-study of Ch. Devi Lal University, Sirsa)

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ABSTRACT

In this digital era, social media has become an intrinsic part of our daily lives, determine how we communicate, interact, and even make lifestyle choices. Social media has taken the whole world in its stride. People of all age groups remain glued to their smart phones. They keep themselves busy in indulging in chats, friendship communities, video calls and conference calls. All this has greatly affected the life styles of people in traditional countries like India. This research has been done on the female students of the universities of North India. This research paper aims to explore the impact of social media on the lifestyle habits of female students in university settings. For this research paper online survey method has been used. Through a combination of quantitative and qualitative research methods, this study examines the ways in which social media usage affects various aspects of female students' lifestyles, including diet, exercise, sleep, and mental health. The findings of this research have important implications for understanding the role of social media in shaping the Behaviour and choices of young women in higher education.

KEYWORDS: *Intrinsic Part, Social Media, Smart Phones, Traditional Countries, Lifestyle Habits, Survey Method.*

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