

---

## SOCIAL MEDIA BEHAVIOUR OF HIGHER SECONDARY STUDENTS IN TIRUCHIRAPPALLI DISTRICT

### Article Particulars

Received: 7.7.2017

Accepted: 13.7.2017

Published: 28.7.2017

**K. KANNADASAN**

Research Scholar,  
Dept. of Educational Technology,  
Bharathidasan University,  
Tiruchirappalli - 620023, Tamil Nadu, India

**Dr. I. MUTHUCHAMY**

Professor,  
Dept. of Educational Technology,  
Bharathidasan University,  
Tiruchirappalli - 620023, Tamil Nadu, India



### Abstract

*Social media are the powerful instrument, if properly used can bring about unprecedented social change and educational advancement. The innovative practices in the fields of educational technology have placed in the hands of the teacher a tool and a technique for hastening the learning of the students and also to make it much broader based than what is so now. These social media have brought the world ray, the whole comes into the classroom, and obviously the phenomenon presents a challenge both to the teacher and taught, as a result of which it became necessary for them to adjust their new patterns of behaviours to the changing challenger how one uses social media determines the utility and the worth wholeness of it towards progress of the students in their learning behaviour.*

### Introduction

Social networking service is an online service, platform and site. It consists of a representation of each user in their social links and a wide variety of additional services. Social networking allows the users to share ideas, comments follow-up activities, events, upload information's in their networks. Facebook is one of the fastest growing social networks worldwide. Every user has Facebook account to connect voluntary with peoples to share content with others. This process which includes sending a friend request by the users and the request accepted by the recipients. WhatsApp uses through internet for send messages, images, audio and video. This service is very similar to text messaging services because sending messages, which makes the users in using WhatsApp is significantly less than texting. It is a texting service in mobile phones

as a replacement for the regular SMS text messages. About 900 million users are active worldwide in using this service. WhatsApp is a joke on What's Up in case you didn't get it yet. This enabled to beep users when they updated their positions. Acton's friends began using the app to see status updates in order to effectively communicate with each other. The content on YouTube has been uploaded by individuals, but media offer some of their material through YouTube as part of the partnership program. Unregistered users can only watch videos on the site, while registered users are permitted to upload an unlimited number of videos and add comments to videos. Videos deemed potentially offensive are available only to the registered users affirming themselves to be at least 18 years old.

Once media became available through the World Wide Web, the media was no longer static. Tremendous interactivity capabilities became available to everyone and it felt much more like a personal, one-on-one relationship than anything else. At the heart of social media are relationships, which is in common with social networking. Social media Web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site. Entertainment and communication and have grown exponentially in recent years. It is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents.

### **Need and Significance of the Study**

Social media is being carried out by higher secondary adolescent students educational and other general activities. Social media adopts individualized learning. Today, students are living in the web and social-world. Social media provides a lot of facilities for the students and teachers. It helps with new media platforms comes new forums for audience to discuss, comment and congregate around entertainment. The social media has become highly visible and attractive tools in our modern society. The use of social media will motivate the student's interest and create better communication for the learners. Social media plays a significant role in the personal, social and environmental process at higher secondary level. It is expected that there is a greater degree of applications of social media in the part of students and it is being extensively used by them. In earlier studies, it is indicated that social media is used to a greater extent by students and teachers which makes the investigator to select this research entitled as "Social Media Behaviour of Higher Secondary Students in Tiruchirappalli District".

### **Statement of the Problem**

In this Digital Era, everyone is using social networking sites. Students gain knowledge and update themselves through sharing information it also used for education process to improve computer knowledge. Technology based students have lost their learning abilities and it has developed as digital learning environment with behavioural change

between the students. Thus, it makes the investigator to study a research on "Social Media Behaviour of Higher Secondary Students in Tiruchirappalli District".

### **Operational Definition of Key Terms**

#### **Social Media Behaviour**

Social media is a very broad term and really encompasses several different types of media, such as videos, blogs, etc. Social media is a place where one can transmit information to other people. Social media is a vehicle for communication. Social media lets everyone share content that other people can share, in turn, with their online connections. One can create the buzz through social media behaviour and what everyone are interested here is how and why different forms of social media are used to transmit to and be received by higher secondary students.

#### **Higher Secondary Students**

Higher secondary students are studying plus one and plus two under 10+2+3 system of education between the age group 15, 16 and 17 years of age. They are at the stage of adolescence. Adolescence is a transitional period between childhood and adulthood and also changes their biological psychological and social level.

#### **Objectives of the Study**

- To assess the Social Media Behaviour of the higher secondary students with reference to Tiruchirappalli District.
- To find out the significance difference if any, in the social media behaviour between boys and girls.
- To find out the significance difference if any, in the social media behaviour between rural and urban area students.
- To find out the significance difference if any, in the social media behaviour between science group and arts group students.

#### **Hypotheses of the Study**

- The level of social media behaviour of higher secondary students is not high.
- There is no significant difference in the Social Media Behaviour mean scores between boys and girls students.
- There is no significant difference in the Social Media Behaviour mean scores between rural and urban students.
- There is no significant difference in the Social Media Behaviour mean scores between science group and arts group students.

#### **Methodology in Brief**

The investigator followed the survey method for the study. Social Media Behaviour Scale was developed and administered by the investigator to the Higher Secondary Students in Tiruchirappalli District.

### Sample

The population for the study consisted of Plus One Students in Tiruchirappalli District. The investigator selected 200 students from the selected higher secondary schools by using stratified random sampling technique.

### Statistical Techniques

The data were tabulated and statistically analysed by adopting mean, standard deviation and t-test.

### Data Analysis

**Hypothesis – 1:** The level of social media behaviour of higher secondary students is not high.

**Table 1: The Mean and Standard Deviation of Social Media Behaviour among Higher Secondary Students**

Variable	N	Mean	Maximum Score	S.D
Social Media Behaviour	200	95.8	120	10.7

From the above table (1) the Social Media Behaviour of Higher Secondary Students is found to be above average. This is evidenced by the Mean value 95.8, which is for above the mid value 47.9 of maximum score 120. It is inferred that the Social Media Behaviour of Higher Secondary Students are found to be above average level

**Hypothesis – 2:** There is no significant difference in the Social Media Behaviour mean scores between of the boys and girls.

**Table 2: Social Media Behaviour Mean Scores of Higher Secondary Students on the basis of their Gender**

Gender	N	Mean	S.D	t-value	Level of Significance
Boys	84	70.48	12.5	5.326	Significant
Girls	116	59.73	16.85		

The above table (2) presents the analysis of the social media behaviour meanscores of the higher secondary students on the basis of their gender. As revealed by the table the sample consists of 84 boys' students and 116 girls students. The social media behaviourmean scores of boys' students is 70.48 and that of the girl's students is 59.73. The Standard Deviations are 12.5 and 16.85 respectively. The calculated 't' value is 5.326 is higher than the critical value 2.58 at 0.01 level of significance. It implies that there is a significant difference in social media behaviour of the higher secondary students between boys and girls. Further, the greater mean scores of boys have higher social media behaviour than the girls.

**Hypothesis – 3:** There is no significant difference in the Social Media Behaviour mean scores between rural and urban.

**Table 3: Social Media Behaviour Mean Scores of Higher Secondary Students on the Basis of their Locality**

Locality	N	Mean	S.D	t-value	Level of significance
Rural	103	61.72	17.56	1.97	Not Significant
Urban	97	63.80	15.12		

The above table (3) presents the analysis of the social media behaviour scores of the higher secondary students, sub grouped on the basis of their locality. As revealed by the table the sample consists of 103 rural students and 97 urban students. The Mean social media behaviour score of rural students is 61.72 and that of the urban students is 63.80. The Standard Deviations are 17.56 and 15.12 respectively. The calculated 't' value is less than the table value 1.97 at 0.05 level of significance. It implies that there is no significant difference in social media behaviour between rural and urban students.

**Hypothesis – 4:** There is no significant difference in the Social Media Behaviour mean scores between arts group and science group.

**Table 4: Social Media Behaviour Mean Scores of Higher Secondary Students on the Basis of their Groups**

Group	N	Mean	S.D	't' Value	Level of Significance
Arts	40	103.2	12.60	4.51	Significant
Science	160	94.12	11.10		

The calculated t-value 4.51 is greater than the critical value 2.58 corresponding to 0.01 level of significance. This implies that the difference in the social media behaviour mean scores under consideration is statistically significant. Hence, the hypothesis is rejected. Therefore it is concluded that the higher secondary students of arts and science groups differ significantly in respect of their Social Media Behaviour. Further the greater Mean Scores of science group higher secondary students have a higher level of social media behaviour than the arts group students.

### Findings of the Study

The findings of the study are stated as follows:

- The level of Social Media behaviour among the higher secondary students is above average.
- Significant difference is found in the social media behaviour of higher secondary students between boys and girls. The higher mean scores of higher secondary boys students have a greater level of social media behaviour than the girls students.
- No significant difference is found in the Social Media Behaviour between the higher secondary students of rural and urban area.
- Significant difference is found in the social media behaviour of higher secondary students between arts and science groups. The higher mean scores of higher secondary science group students have a greater level of social media behaviour than the arts group students.

### Educational Implications

The main focus of the study was to evaluate the level of Social Media Behaviour of higher secondary students in Tiruchirappalli district. This study implied that,

- To increase the level of social media usage for rural students. These students can participate in the social media and develop knowledge and skills.
- To gain technology knowledge among students in their learning process.

- To educate the higher secondary students to use social networking sites for their future development.
- The facilities for viewing social media must be made available in schools and in different places.

### Conclusion

The present study has been done with a clear focus on the Social Media Behaviour of the higher secondary students. But the findings and conclusion of the study are quite relevant to the higher level students of the entire state of Tamil Nadu, though not the entire country. Hence, the suggestions and recommendations of the present study deserve a closer look by the government authorities and other agencies, working for the enhancement of the education system in the state and the country with technology based learning environment. The study has presented an analysis of the higher secondary students in Social Media Behaviour. In the light of the research findings, it is felt that the present research may be contributed to social media behaviour of higher secondary students. This study has also revealed that boys and girls, arts and science groups do have the adequate results in their level of social media behaviour through this investigation.

### References

1. Christy Cheung, M.K. (2011) Online Social Networks why do students use Facebook. *Computers in human behavior*. 27, 1337-1343
2. Daria Kuss, J & Griffiths, D. (2011) Online Social Networking and Addiction: A review of the psychological literature. *International journal of environment al research and public health*. 8 (9), 3528-3552
3. Josh Pasek, & Eian More (2009), Facebook and Academic performance: reconciling a media sensation with data. *Peer reviewed journal on the internet*. 14(5).
4. Sudha. B (2014) Use of social media among undergraduate students, *Bharathidasan University*.
5. June Ahn (2012), Teenagers and Social Network sites: do off-line inequalities predict their online social networks. *Peer reviewed journal on the internet*. 17(1), 1-2.
6. Kothari. C.K (2008) Research Methodology: Methods and Techniques, *New Age International Publishers*, New Delhi.
7. Margram Madhusudhan (2012), Use of social networking sites by research scholars of the University of Delhi: *The international information and library review*. 44(2), 100-113.