

Students' Perception on Using Social Media

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ABSTRACT: This study was carried out to ascertain the perception of students of 9th standard on the use of social media and its impacts. As per a recent survey, about 72% of high school students spend a minimum of 7 hours using social media. This study hopes to create an immense level of awareness among the school teachers about the students (teenage children) being exposed to such social networking sites and findings will not only bear results as to how students perceive their use of social media but also will help the teachers to understand how the children administer it, such that teachers can help them to use these networking sites efficiently. It was conducted at different schools in Chennai District. The sample comprised of 170 students from 9th standard was randomly selected. The gathered data was analyzed using some statistical techniques. The results conclude the study with a significant difference with students' perception on the advantages and disadvantages of using social media. The result of the study has proved that there is a significant difference in the students' perception on the advantages and the disadvantages of using social media.

KEYWORDS: Social Media, Social Networking Sites, Addiction, Students, Perception

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I. INTRODUCTION

Social Networking sites are web based services that give an opportunity to individuals to create their own personal profile with the choice of their own list of users and thereby connect with them in an altogether public forum that provides them with features such as chatting, blogging, video calling, mobile connectivity and video/photo sharing [7]. Social media includes popular networking websites, like Facebook and Twitter; bookmarking sites like Reddit and also involves blogging, forums and discussion platforms. Students spend more than usual hours on these sites to download pictures, browse through updates seek entertainment and chat around with friends to keep themselves connected to one another. These sites have held an addiction to the students wherein they find it difficult to concentrate on their studies [6]. Evaluating the amount of research that surrounds the usage of social networking sites in the education system, it is important to determine whether or not, have these sites led to any impact on student engagement and achievement [7].

II. NEED FOR THE STUDY

The world of internet has evolved to greater heights and yet it is getting stronger every day. The Internet has revolutionized people and has provided a platform for the people to communicate, create and share messages in the virtual communities and networks. People have found a way to communicate their thoughts, ideas, likings, opinions and beliefs on this 'social stage'. Though it has a lot of benefits, it has lead to different problems too. It is taking a great toll on our youth and especially school children physically and psychologically.

Sandra and Ismail (2016) have made a study the impact of social media on students' academic performance which concluded that students who are engrossed with social media platforms ends up skipping their meals which has a health impact on them. Such students become malnourished and could possibly fall ill which is will directly have an impact on students [3].

Owusu-Acheaw and Agatha (2015) in their study revealed that the use of social media had affected academic performance of the students negatively and further confirmed that there was a strong positive relationship between the use of social media and academic performance. This paper will be therefore able to study the discriminating power of students on using social media. This studies on how the students personally consider social media - a boon or bane [8].

A study conducted in India by **Manjunatha (2013)** adopted the survey approach on the usage of social networking sites among college students came out that majority of students spend between one to ten hours on social networking sites weekly [9].

Aforo (2014) opines that social media is of great importance to students but it also affects their academic performance negatively [10].

III. OBJECTIVES

1. To find out the perception of the 9th standard students on using social media.
2. To find out whether the students view social media as a boon or bane.
3. To find out the significant difference in students' perception on the advantages and disadvantages of using social media on the sub-groups of the sample based on,
 - a) Sex
 - b) Medium
 - c) Type of institution
 - d) Habit of using social media

IV. HYPOTHESIS

There is no significant difference in students' perception on the advantages and disadvantages of using social media on the sub-groups of the sample based on,

- a) Sex
- b) Medium
- c) Type of institution
- d) Habit of using social media

V. METHOD AND SAMPLE OF THE STUDY

Survey method was employed for this study and random sampling technique was used in the selection of sample of 170 students from class 9th belonging to various schools in Chennai.

VI. TOOL USED FOR THE STUDY

A tool for the study was constructed and validated by the investigator in the year 2017. The tool is a rating scale which contains 41 statements. Each statement has corresponding 4-point scale with options strongly agree, agree, disagree and strongly disagree which the respondent has to chose according to his liking. The reliability of the tool was 0.86 and the validity of the test is 0.7.

VII. ANALYSIS AND INTERPRETATION

Table 1: Mean and Standard Deviation for the Students' Perception on the Advantages and Disadvantages of Using Social Media Based on the Gender, Medium of Instruction, Type of Institution and the Habit of Using Social Media

SUB SAMPLES			ADVANTAGES		DISADVANTAGES	
		N	M	SD	M	SD
SEX	MALE	92	109.51	15.206	79.80	12.604
	FEMALE	78	100.69	15.525	83.46	15.715
MEDIUM OF INSTRUCTION	TAMIL	40	100.02	13.201	80.05	14.639
	ENGLISH	130	107.21	16.364	81.95	14.065
TYPE OF INSTITUTION	GOVERNMENT	64	99.05	13.834	78.69	14.482
	PRIVATE	60	106.88	16.138	80.50	12.807
	AIDED	46	112.47	15.208	86.49	14.426
HABIT OF USING SOCIAL MEDIA	YES	168	105.57	16.003	81.24	14.116
	NO	2	95.50	10.607	98.50	17.678

Figure 1: Mean for the Students' Perception on using Social Media

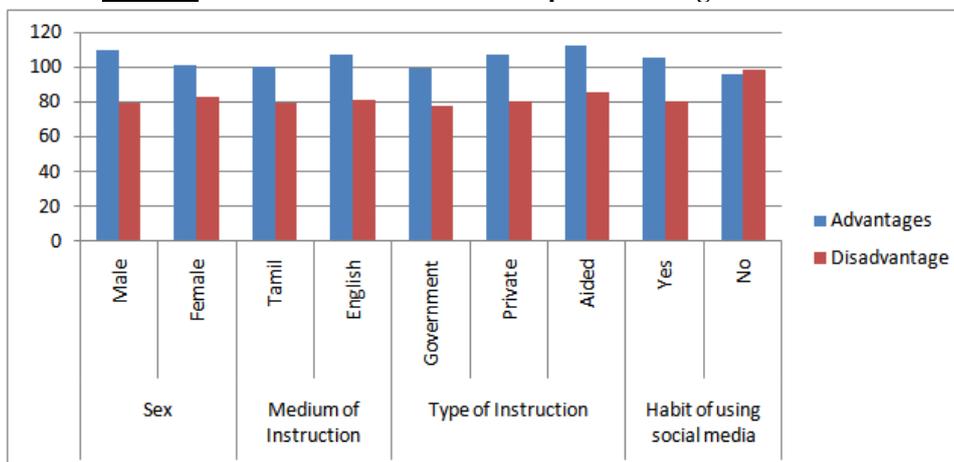


Table 2: t-Test for the Students' Perception on the Advantages and Disadvantages of Using Social Media Based On the Gender, Medium of Instruction and Habit of Using Social Media

SUB SAMPLES		ADVANTAGES		DISADVANTAGES	
		t-VALUE	p-VALUE	t-VALUE	p-VALUE
SEX	MALE	3.739	0.000*	1.693	0.092
	FEMALE	3.732	0.000*	1.660	0.099
MEDIUM OF INSTRUCTION	TAMIL	2.559	0.011*	0.734	0.464
	ENGLISH	2.860	0.005*	0.714	0.475
HABIT OF USING SOCIAL MEDIA	YES	0.886	0.377	1.716	0.088
	NO	1.324	0.403	1.376	0.398

*the mean difference is significant at the 0.05 level.

From the table 2, the following interpretations can be made:

- Since the p-value is lesser than 0.05, it implies that there is a significant difference in the perception of the students who consider using social media to be a boon with respect to gender. When compared with the results of table 1, it shows that girls perceive social media to be more advantageous when compared to boys.
- Since the p-value is lesser than 0.05, it implies that there is a significant difference in the perception of the students who consider using social media to be a boon with respect to medium of instruction. When compared with table 1, it shows that students undertaking English as the medium of instruction perceive social media to be much beneficial than students undertaking Tamil as a medium of instruction.
- Since the p-value is greater than 0.05, null hypothesis is accepted. Therefore there is no significant difference in the perception of the students on the advantages on using social media with respect to their habit of using social media.
- Since the p-value is greater than 0.05, null hypothesis is accepted. Therefore there is no significant difference in the perception of the students on the disadvantages on using social media with respect to gender.
- Since the p-value is greater than 0.05, null hypothesis is accepted. Therefore there is no significant difference in the perception of the students on the disadvantages on using social media with respect to the medium of instruction.
- Since the p-value is greater than 0.05, null hypothesis is accepted. Therefore there is no significant difference in the perception of the students on the disadvantages on using social media with respect to their habit of using social media.

Table 3: F-Test for the Students' Perception on the Advantages on Using Social Media Based On the Type of Institution

SOURCE OF VARIATION	ADVANTAGES				
	SUM OF SQUARES	df	MEAN SQUARE	F	SIGNIFICANCE
BETWEEN GROUPS	5061.969	2	2530.984	11.171	0.000*
WITHIN GROUPS	38062.745	168	226.564		
TOTAL	43124.713	170			

*the mean difference is significant at the 0.05 level.

Since the value is lesser than 0.05, it suggests that there is a significant difference in the students' perception on the advantages of using social media with respect to the type of institution. The post-hoc test is done using Games-Howell technique. The following are the conclusions:

- There is a significant difference between the Government School students and Private School students in the perception of the using social media. Therefore, the Private School students find social media to be more beneficial when compared to Government School students.
- There is a significant difference between the Government School students and Government-Aided School students in the perception of the using social media. Therefore, the Government-Aided School students find social media to be worthwhile when compared to Government School students.

Table 4: F-Test for the Students' Perception on the Disadvantages on Using Social Media Based On the Type of Institution

SOURCE OF VARIATION	SUM OF SQUARES	df	MEAN SQUARE	F	SIGNIFICANCE
BETWEEN GROUPS	1736.078	2	868.039	4.492	0.013*
WITHIN GROUPS	32464.495	168	193.241		
TOTAL	34500.573	170			

*the mean difference is significant at the 0.05 level.

Since the value is lesser than 0.05, it suggests that there is a significant difference in the students' perception on the harmful effects of using social media with respect to the type of institution. The post-hoc test is done using Games-Howell technique which concludes that there is a significant difference between the Government School students and Government-Aided School students in their perception of using social media. The results show that the Government School students find using social media to be more harmful than the Government- Aided School Students.

VIII. FINDINGS OF THE STUDY:

The following are the important findings obtained from the present investigation:

1. Girls tend to acknowledge the use of social media.
2. Students with English as their medium of instruction appreciate the use of social media.
3. Students studying in Private and Government-Aided schools find social media to be helpful.
4. Similarly, students studying in Government Schools disapprove the use of social media.

IX. RECOMMENDATIONS:

Students should be taught to use social media effectively. They should be made aware of the harmful effects of misusing the social media. Students find using social media to be helpful as it would help them to make friends, stay in touch with friends and get frequent updates on everyday happenings in the feed. Social media could help the children to grow more socially responsible.

X. CONCLUSION:

It is important to know that this generation is strongly influenced by the recent technology and lifestyle. It does not mean that students should follow all the new things that come in their way, because 'the choice' is what matters the most. If the student is using social media, he/she should be responsible for their own safety. Awareness is the key. Social media is definitely a boon to those who are aware that they are using it for the right purpose. One wrong click and everything is lost. So, when the students evaluate the advantages and disadvantages of using social media, they should proceed with caution. It is also the duty of the teacher to guide the students and create awareness among them on the proper use of Social media, which could help in altering the possible negative outcomes.

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