

Usage of Social Media: Knowledge, Attitude and Practice among Higher Secondary Grade Students

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Abstract: Social media plays a crucial role for sharing educational information. The present study an attempt has been made by the investigators to study the knowledge, attitude and practice about social media of higher secondary grade students in Uttar Dinajpur district, West Bengal. In this study descriptive survey method was used by the investigators. The investigators have used random sampling technique for proper selection of sample. 621 higher secondary students have been included of the study as a sample from 9 higher secondary schools. Three self-made questionnaire has been made by the investigator with the help of supervisor. Mean, S.D, and t test have been used by the investigator for analysis of data. The study's findings showed that there are no appreciable differences between male and female higher secondary students in terms of their knowledge and practice regarding the usage of social media. It was discovered that male and female higher secondary students' attitudes towards social media differ significantly. According to the survey, there are considerable differences between higher secondary students from urban and rural areas in terms of their knowledge, attitude and practice regarding the usage of social media. The study also observed that there is a significant difference between higher secondary science and arts streams students in respect to their knowledge and attitude towards social media and no difference between higher secondary science and arts streams practice about social media.

Index Terms- Attitude, Knowledge, Practice, Social Media

I. INTRODUCTION:

In modern times social media play a pivotal role for students self-learning and to achieve their desirable education. Education, innovation and technology are terms which are now very frequently combined together to bring in new definitions of emerging trends [1,2]. Students are more engaged in social media platform for access and sharing information. Many adolescent people are using their laptops, tablet, computers and smart phones to check Tweets and status updates from their friends and family [3].

The word 'Social Media' means collection of applications (Facebook, Twitter, WhatsApp, LinkedIn, or YouTube etc.) and websites that link people to share information and aware people about any event through social networking [4]. Cambridge Dictionary defines social media as "websites and computer programmes that allow people to communicate and share information on the internet using a computer or mobile phone" [5]. Social media is working on an internet-based and make easy an electronic communication between people in interesting content, such as text, videos and photos etc [6]. It is a medium for social interaction as a super-set beyond social communication enabled by ubiquitously accessible and scalable [7]. Social media is a variety of technologies that support the social aspects of the internet as a channel for communication, collaboration, and interaction. It emphasise active participation, connectivity, collaboration, as well as sharing of knowledge and ideas among users [8]. Social media includes blogs and social networking platforms that enable quick connections between users [9].

Adolescents are the most enthusiastic users of social networking and social media. It has provided adolescents with the able to form and maintain virtual communities online [10]. Social media use by teenagers can be influenced by the family, environment, and individual characteristics of the teenager [11]. Students are not always have media literacy skills that can help them to effectively analyze, understand, and evaluate new forms of information and makes smart decisions about its quality and uses [12]. The existence of social media as a product of technology also certainly brought many beneficial for students for its contribution to students' academic performance since social media is free, cuts down on isolation, building tolerance and understanding of cultural diversity, amplify passion, and make world of education is more open [13,14]. Social media has the ability to close the gap between the learners as the teacher even down a physical distance is existing between them; in essence, it enables learners from all parts of the world to learn and work together without any hindrance [15].

The popularity of social media platforms is still increasing. We think that technology plays a crucial role in today's equation for student success [16]. Adolescents have shown a growing interest in using electronic media gadgets for a variety of activities, including online classes, social media engagement, video games, e-book reading and many other things [17]. The ability to easily share and receive information with others is one of social media's main benefits. It also has many disadvantages like frequent checking; instant updates their daily routines etc. [18]. Excessively use of social media surely has an effect on students' life either positive or negative especially on their academic performance [19]. It is highly valued by many people, and developments are typically perceived as serious threats to specific social structures that favour rich groups [20].

Higher secondary education is the middle stage between secondary and higher education. High school students stay in adolescence period. Stanley Hall's (1904) characterization of the adolescent period as one of "sturm und drang" or "storm and stress," many theorists have portrayed adolescence as a troubled and unique period of the life cycle [21]. For development of a nation, every child in the country must be included in education [22]. At this critical stage of development, students begin to

embrace social media. So having adequate knowledge, attitude and practice about the use of social media is absolutely necessary. For this reason, the investigator chose as his topic “knowledge, attitude and practice about social media among Higher Secondary students”.

II. OBJECTIVES OF THE STUDY:

The objectives of the present study were framed as follows--

1. To find out the differences among higher secondary grade students of Uttar Dinajpur district regarding knowledge about social media on the basis of gender, locality and streams.
2. To find out the differences among higher secondary grade students of Uttar Dinajpur district regarding knowledge about social media on the basis of gender, locality and streams.
3. To find out the differences among higher secondary grade students of Uttar Dinajpur district regarding practice about social media on the basis of gender, locality and streams.

III. HYPOTHESIS OF THE STUDY:

The study was carried out taking the following hypothetical factors into account-

H₁-There is a significant difference between male and female higher secondary grade students' knowledge regarding the usage of social media in Uttar Dinajpur District, West Bengal.

H₂-There is a significant difference between urban and rural higher secondary grade students' knowledge regarding the usage of social media in Uttar Dinajpur District, West Bengal.

H₃- There is a significant difference between science and arts higher secondary grade students' knowledge regarding the usage of social media in Uttar Dinajpur District, West Bengal.

H₄-There is a significant difference between male and female higher secondary grade students' attitude towards social media in Uttar Dinajpur District, West Bengal.

H₅-There is a significant difference between urban and rural higher secondary grade students' attitude towards social media in Uttar Dinajpur District, West Bengal.

H₆-There is a significant difference between science and arts higher secondary grade students' attitude towards social media in Uttar Dinajpur District, West Bengal.

H₇- There is a significant difference between male and female higher secondary grade students practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

H₈- There is a significant difference between urban and rural higher secondary grade students practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

H₉- There is a significant difference between science and arts higher secondary grade students practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

IV. METHODS:

The current study was a quantitative survey-based investigation. The investigator has used the descriptive type survey method in the present study [23]. Data collection procedure was done during 'Post Covid' periods from September 2022- November 2022.

Population

In this study, researchers collected data from 621 higher secondary level students in Uttar Dinajpur District, West Bengal, India.

Sampling Technique

Here, researchers followed random sampling. Simple random sampling is selected for populations which are highly homogeneous where the members of the research are randomly selected to participate in the research [24,25].

Tools Used

For the present study, the investigator was used a standardized scale about Knowledge, Attitude and Practice regarding usage of social media [26]. The knowledge items have a summative grade of three point Likert type scale [27] consisting the options "yes," "no," and "don't know." There were 25 items on the knowledge scale, which covered 6 dimensions (social awareness, general concept, life style, academic performance, adverse effect and utilization) [26]. There were enough positive and negative items on the social media knowledge scale. Each statement in the attitude section was scored using a three-point Likert type summative rating [27]. The options are "agree," "neutral," and "disagree" [28]. There were 20 items on the attitude scale, which covered 5 dimensions (awareness, personal life and relationship, academic and cultural, engagement and necessity) [26]. Based on a two responses summative rating scale, the practice scale offers two alternatives i.e., yes and no. There were 16 items on the practice scale which covered 5 dimensions i.e., academic, socialization, entertainment, in formativeness and constraints.

Statistical Analysis

The investigator has used both descriptive and inferential statistics for analyzed the collected data. Mean and standard deviations (S.D.) were used for descriptive analysis. The proposed hypothesis was tested using the t-test to measuring the differences between means of groups.

V. RESULTS:

Table-1: Comparison among higher secondary grade students of Uttar Dinajpur district regarding knowledge about social media on the basis of gender, locality and streams.

Hypothesis	Comparison between	N	Mean	SD	df	t- value
H ₁	Male	322	17.49	4.53	619	0.91

	Female	299	17.79	3.92		
H ₂	Urban	164	18.80	4.25	619	4.07
	Rural	457	17.21	4.17		
H ₃	Science	156	19.72	3.55	619	7.97
	Arts	465	16.93	4.23		

Table 1 presents the results of hypothesis (H₁, H₂, H₃) “t” value regarding knowledge about social media on the basis of gender, locality and streams. According to H₁ the ‘t’ value is $0.91 < 0.05$ levels. The calculated value is less than the table value. So, it indicates that there is no significant difference between the higher secondary grade male and female students’ knowledge regarding the usage of social media.

In case of H₂ the calculated ‘t’ value is $4.07 > 0.05, 0.01$ levels. The calculated value is higher than the both 0.05 and 0.01 level which means both are highly significant. So, it can be said that there is a significant difference between the urban and rural higher secondary grade students’ knowledge regarding the usage of social media in Uttar Dinajpur District, West Bengal.

In case of H₃ the calculated ‘t’ value is $7.97 > 0.05, 0.01$ levels. The calculated value is higher than the both 0.05 and 0.01 level which means both are highly significant. So, it has been interpreted that there is a significant difference between the science and arts higher secondary students’ knowledge regarding social media in Uttar Dinajpur District, West Bengal.

Table-2: Comparison among higher secondary grade students of Uttar Dinajpur district towards attitude about social media on the basis of gender, locality and streams.

Hypothesis	Comparison between	N	Mean	SD	df	t-value
H ₄	Male	322	44.30	5.28	619	2.33
	Female	299	45.28	5.26		
H ₅	Urban	164	45.88	5.26	619	3.14
	Rural	457	44.37	5.24		
H ₆	Science	156	47.64	5.14	619	8.15
	Arts	465	43.81	4.98		

Table 2 presents the results of hypothesis (H₄, H₅, H₆) “t” value regarding knowledge about social media on the basis of gender, locality and streams. According to H₄ the calculated ‘t’ value is $2.33 > 0.05$ level only. The calculated value is higher than the 0.05 and table value which mean both are significant. So, it can be said that there is a significant difference between the male and female students’ attitude towards social media in Uttar Dinajpur District, West Bengal.

In case of H₅ the calculated ‘t’ value is $3.14 > 0.05, 0.01$ levels. The calculated value is higher than the both 0.05 and 0.01 level which means both are highly significant. So, it has been interpreted that there is a significant difference between the urban and rural higher secondary grade students’ attitude towards social media in Uttar Dinajpur District, West Bengal.

As per table 2, the ‘t’ value of H₆ is $8.15 > 0.05, 0.01$ levels. The calculated value is higher than the both 0.05 and 0.01 level which means both are highly significant. So, it has been interpreted that there is a significant difference between the science and arts higher secondary grade students’ attitude towards social media in Uttar Dinajpur District, West Bengal.

Table-3: Comparison among higher secondary grade students of Uttar Dinajpur district about practice of social media on the basis of gender, locality and streams.

Hypothesis	Comparison between	N	Mean	S.D.	df	t-value
H ₇	Male	322	11.37	2.59	619	1.15
	Female	299	11.60	2.57		
H ₈	Urban	164	11.03	2.66	619	2.77
	Rural	457	11.64	2.53		
H ₉	Science	156	11.39	2.58	619	0.55
	Arts	465	11.51	2.58		

Table 3 presents the results of hypothesis (H₇, H₈, H₉) “t” value regarding knowledge about social media on the basis of gender, locality and streams. According to H₇ that the calculated ‘t’ value is $1.15 < 0.05$ levels. The calculated value is less than the table value. So, it has been interpreted that there is no significant difference between the male and female higher secondary grade students’ practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

In case of H₈ the calculated ‘t’ value is $3.14 > 0.05, 0.01$ levels. The calculated value is higher than the both 0.05 and 0.01 level which means both are highly significant. So, it has been interpreted that there is a significant difference between the urban and rural higher secondary grade students’ practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

In case of H_0 , the calculated 't' value is $0.55 < 0.05$. The calculated value is lower than the table value. So, it has been interpreted that there is no significant difference between the science and arts higher secondary grade students' practice regarding the usage of social media in Uttar Dinajpur District, West Bengal.

VI. DISCUSSION:

From the present study, it is observed that there is no significant difference between male and female higher secondary grade student's knowledge regarding the usage of social media (See table-1). The present study found that there is a significant difference between urban and rural higher secondary student's knowledge regarding the usage of social media and it is observed that urban higher secondary students possess high knowledge on social media than rural higher secondary students' (See table-1). These findings are also supported by Niranjali and Kannan, in 2020 [29]. They reported that there is a significant difference in teacher educators' knowledge on social media in terms of nativity and teacher educators' whose native place is urban area possessing high level of knowledge on social media than those whose native place is rural area. Another significant discovery from the current paper is that there is a significant difference between science and arts higher secondary students' knowledge regarding social media. On the basis of mean scores, science higher secondary students possess high level knowledge on social media than arts higher secondary students' (See table-1). These outcomes are also supported by Niranjali and Kannan, in 2020 [29]. They reported that there is a significant difference in teacher educators' knowledge on social media in terms of discipline and those teacher educators' who belongs to the science discipline have high level of knowledge on social media than those who belongs to arts discipline.

The study revealed that there is a significant difference between male and female higher secondary grade student's attitude towards social media in Uttar Dinajpur District, West Bengal. On the basis of mean scores, it is found that female higher secondary students possess high attitude on social media than male higher secondary students' (See table-2). These study's conclusions are also supported by Niranjali and Kannan, (2020) [29]. They claimed that there is a significant difference in teacher educators' attitude towards social media in terms of gender. And female teacher educators possess favourable attitude towards social media than the male teacher educators. The present study also explored that there is a significant difference between urban and rural higher secondary grade student's attitude towards social media in Uttar Dinajpur District, West Bengal. On the other hand, it may be said based on the acquired mean scores the urban higher secondary students possess high attitude on social media than rural higher secondary students' (See table-2). From the present study, it is observed that there is a significant difference between science and arts higher secondary students' attitude towards social media. On the basis of mean value, the science higher secondary students possess high attitude on social media than arts higher secondary students' (See table-2).

Due to ease of use and widespread applicability, social media now has a great potential to deliver educational content [30]. The study explored that there is no significant difference between male and female higher secondary student's practice about social media (See table-3). It is found that there is a significant difference between urban and rural higher secondary students' practice about social media (See table-3). It is also found that there is no significant difference between science and arts higher secondary students' practice about social media (See table-6).

VII. CONCLUSION:

Higher secondary students are the future citizen of our country. Modern society is more dependent on technology. Social media is newly innovation of the technological movement. Social media has become an integral part of everyday life for many people, particularly young people [31]. They are got more advantage through social media in every aspect of education. Students are sharing his thoughts, feelings, and information etc. in a fraction of second with their friends, classmate, teachers and others. The use of social media by students helps to have access to basic information as quick as possible [32]. But social media has both positive and negative aspects in student's life [18]. Excessive use of social media is harmful for student's academic achievement and health. The investigator found positive correlation among the knowledge and attitude; knowledge and practice. In case of attitude and practice, the investigator found negative correlation. The study also revealed that there is a significant difference among gender, locality and streams in terms of knowledge and attitude regarding social media. Therefore, for students to use social media appropriately, it is essential to have the right knowledge and attitude towards social media. In the present era of technology everyone should know about the proper knowledge, attitude and practice about social media. From the study we can learn the knowledge and attitude regarding social media among higher secondary students. We can also explore how higher secondary students use social media in everyday life.

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