# HIGHER SECONDARY SCHOOL STUDENTS' ATTITUDE TOWARDS SOCIAL MEDIA ON ACADEMIC ACHIEVEMENT

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**Abstract**

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration.Social media serves as a dynamic tool to expedite the development of learning process by encouraging collaborative learning, group discussion method, and the exchange of ideas between students that reinforce their learning behavior and increase their academic performance and overall development in their learning process. In this present research normative survey method is adopted. The data is collected from two hundred higher secondary students from XI standard students.result shows that there is significant difference between gender, locality and type of school. It is also reported that students attitude towards social media has a significant correlation with academic achievement. Students using social media were found to be more independent in the learning process and they enjoy the learning process through entertainment and information gathered through various mode of social media.

## INTRODUCTION

In this technological world, today's classroom learning have a drastic change from traditional mode to learning through smart board or pupil centered method of self-learning through the various mode of social media. Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. Today, students use social media to stay in touch and interact with friends, family and various communities. Social media serves as a dynamic tool to expedite the development of learning process by encouraging collaborative learning, group discussion method, and the exchange of ideas between students that reinforce their learning behavior and increase their academic performance and overall development in their learning process.

Adolescents are using different websites to connect and interact with their friends and others communities for entertainment and socialization. Moreover, they also use these social media to share knowledge, look for information and try to solve problems related to their learning activities by collaborating learning. Thus, adolescent students are aggressively adopting social networking sites to perform different activities and tasks in order to enhance their learning. Therefore, understanding students' attitudes and expectations regarding utilizing social media technologies to support learning could help the students to gain better vision and the influence of social media in their better academic performance.

## ATITUDE TOWARDS SOCIAL MEDIA

According to Yigit et al, (2016), attitude is defined as the tendency to think, feel or behave positively or negatively towards the objects in the environment of an individual. Attitude is also defined by other researchers as the tendency to respond to any phenomenon or object in an individual's environment; thus, it can be said attitude in an academic environment is a concept that should be taken into account by teachers (Inceoglu, 2010).

Social media platform in academic institutions allows students to interact with their mentors, access their course contents, customization and build students communities (Greenhow, 2011a, 2011b). 90% school going students currently utilize the internet consistently, with more than 75% teenagers using online networking sites for e-learning (DeBell & Chapman, 2006; Lenhart, Arafeh, & Smith, 2008; Lenhart, Madden, & Hitlin, 2005).

In this present study, attitude towards social media for adolescent students were studied under the four dimensions namely Academic, Socialization, Entertainment and Informative. They are meant as follows:

❖ *Academic:* Social media can help in communicating between teachers and students even when they are outside of the classroom. Use of social media platforms can provide students with unlimited resources and texts from credible sources that they can utilize to their advantage in essays, activities, and presentations which will enhance their academic performance.

❖ *Socialization:* Social media increases social-well being in spite of absence family members. It makes more popular in larger society, this group chats make easy access without any barrier of distance, weather etc. it brings personal empowerment because students learn more according to own pace without time and limits of personal help of others.

❖ *Entertainment:* Social media helps the students to even learn through the entertainment like watching some you tube videos, animation, etc. the self-learning can take place by attending some quizzes and winning the programme which motivates them to learn even in the fun manner.

❖ *Informative:* The social media user can choose who to be friends with, what information to see, what information to click on to read more about, what information to believe, who to accept communications from, and ultimately to be a part of social media with an active profile.

## NEED OF THE PRESENT STUDY

Social media and technology are integral parts of daily life, and integrating the use of these into the classroom is more natural than before. Social media is not only a strong medium of connecting different groups of peoples but it make easier also the gap of distance, rural urban divide etc. It also provides an excellent platform for news sharing, creativity display and more learning. Researchers suggested that on average 50-75 around the word have online connectivity via computers phones and 73% of them used social networking or regular basis (Saravan, 2018).

Social media is used to share information. The information can be truthful, un-truthful, or an opinion of the writer. Truthful information can be difficult to ascertain, but can most likely be found on the majority of national and local news profiles from which students can update the daily news throughout the world in which field they are interested. There are many social values which has mentioned in our constitution like cooperation, fraternity, tolerance, sense of belongings, etc. these type of values can promote with the help of social media. It also helps new type of experiences like break the narrow mind thinking of cast, creed, religion, create motivational ideas etc. it also create feeling of empathy with marginalized communities.

Each social media platform offers many different ways to be used in the classroom, from sharing announcements to holding live lectures, and so much more. The uses of social media are varied, but they do have a common goal. The main goal and life of social media is to share. People can share thoughts; people can share information; people can share funny or offensive pictures and videos. No one is forced to read anything on social media because the user controls what he or she views. Thus, the present study

is highly important to know the contribution of students' attitude towards social media enhances their academic performance in the higher secondary school students.

**METHODOLOGY**

The present study is normative survey method is adopted. The data is collected from two hundred higher secondary students from XI standard students. The data is collected from both male and female higher secondary students. As well as data is distributed to government and private schools in rural and urban locality of both Chennai and Chengalpattu district.

**RESEARCH QUESTIONS**

1. Is there is any significance of mean difference between male and female students in all the selected variables and its dimensions?
2. Is there is any significance of mean difference between rural and urban locality students in all the selected variables and its dimensions?
3. Is there is any significance of mean difference between government and private school students in all the selected variables and its dimensions?
4. Is there is correlation among the dimensions of the attitude towards social media and with academic achievement?

**FINDINGS OF THE STUDY**
*Answer to the Research Questions*
*1. Is there any significance of mean difference between male and female students in all the selected variables and its dimensions?*

**Table-1 : Significance of mean difference between male and female students in all the selected variables and its dimensions**

| Variables and its dimensions | Male (100) | | Female (100) | | 't' value | Significant level |
|---|---|---|---|---|---|---|
| | Mean | SD | Mean | SD | | |
| Academic | 31.50 | 3.50 | 35.38 | 5.25 | 5.820 | P<0.001 |
| Socialization | 22.24 | 7.481 | 27.28 | 8.432 | 3.001 | P<0.001 |
| Entertainment | 11.98 | 4.866 | 15.37 | 5.695 | 3.691 | P<0.001 |
| Informative | 6.77 | 5.595 | 9.90 | 7.059 | 5.382 | P<0.001 |
| Overall Attitude towards Social Network | 38.76 | 7.237 | 40.47 | 7.034 | 2.587 | P<0.005 |
| Academic Achievement | 301.62 | 55.144 | 385.91 | 98.35 | 5.426 | P<0.001 |

It is inferred from the above table that female students have better academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement than the male student. There is a difference on academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement between male and female students, which is significant at 0.01 level.

*2. Is there any significance of mean difference between rural and urban locality students in all the selected variables and its dimensions?*

**Table-2 : Significance of mean difference between rural and urban school students in all the selected variables and its dimensions**

| Variables and its dimensions | Rural (100) | | Urban (100) | | 't' value | Significant level |
|---|---|---|---|---|---|---|
| | Mean | SD | Mean | SD | | |
| Academic | 31.07 | 3.92 | 33.78 | 3.18 | 9.544 | P<0.001 |
| Socialization | 20.14 | 6.108 | 25.32 | 8.581 | 3.452 | P<0.001 |
| Entertainment | 10.56 | 4.637 | 14.01 | 6.454 | 5.699 | P<0.001 |

| Informative | 6.71 | 6.523 | 9.95 | 6.454 | 5.596 | P<0.001 |
|---|---|---|---|---|---|---|
| Overall Attitude towards Social Network | 49.03 | 10.645 | 53.06 | 15.481 | 2.914 | P<0.001 |
| Academic Achievement | 348.74 | 54.12 | 383.58 | 169.37 | 6.921 | P<0.001 |

It is inferred from the above table that urban students have better academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement than the rural student. There is a difference on academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement between rural and urban student, which is significant at 0.01 level

*3. Is there any significance of mean difference between government and private school  students in all the selected variables and its dimensions?*

**Table – 3 : Significance of mean difference between Government and Private school students in all the selected variables and its dimensions**

| Variables and its dimensions | Government (110) | | Private (90) | | 't' value | Significant level |
|---|---|---|---|---|---|---|
| | Mean | SD | Mean | SD | | |
| Academic | 33.40 | 3.04 | 35.69 | 3.08 | 6.741 | P<0.001 |
| Socialization | 21.35 | 6.985 | 26.4 | 8.132 | 3.294 | P<0.001 |
| Entertainment | 11.80 | 4.657 | 13.75 | 7.657 | 2.917 | P<0.001 |
| Informative | 8.61 | 7.549 | 12.27 | 6.484 | 5.689 | P<0.001 |
| Overall Attitude towards Social Network | 71.63 | 11.554 | 79.34 | 15.287 | 3.779 | P<0.001 |
| Academic Achievement | 340.45 | 58.126 | 380.02 | 45.105 | 5.891 | P<0.001 |

It is inferred from the above table that private school students have better academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement than the government school students. There is a difference on academic, socialization, entertainment, informative, overall attitude towards social network and academic achievement between government and private school students, which is significant at 0.01 level.

*4. Is there is correlation among the dimensions of the attitude towards social media and with academic achievement?*

**Table – 4 : Correlation between / among the dimensions and overall total of the variables**

| Variables and its dimensions | Academic | Socialization | Entertainment | Informative | Overall Attitude towards Social Network | Academic Achievement |
|---|---|---|---|---|---|---|
| Academic | 1 | 0.357** | 0.327** | 0.314** | 0.361** | 0.432** |
| Socialization | x | 1 | 0.518** | 0.465** | 0.475** | 0.767** |
| Entertainment | x | x | 1 | 0.460** | 0.461** | 0.732** |

| | | | | | | |
|---|---|---|---|---|---|---|
| **Informative** | x | x | x | 1 | 0.567** | 0.809** |
| **Overall Attitude towards Social Network** | x | x | x | x | 1 | 0.828** |
| **Academic Achievement** | x | x | x | x | x | 1 |

It is evident from the above table that dimensions of attitude and overall attitude towards social network of the students are significantly and positively correlated with each other at 0.01 levels. Moreover it is also observed that dimension and overall attitude towards social network and academic achievement of students were also significantly and positively correlated with each other at 0.01 levels. Higher the correlation value insists that attitude towards social network had an effect on academic achievement of higher secondary students.

## CONCLUSION

It is evident from the present study that advent of vibrant technological development in higher secondary students are well aware of their role and responsibilities which make them as a better civilized citizen of our nation. It is also found that students attitude towards social media had facilitated to share their ideas, thoughts and information through virtual networks and social communities. Students using social media were found to be more independent in the learning process and they enjoy the learning process through entertainment and information gathered through various mode of social media. In this technological world, changes are occurring in all the fields where the teaching and learning process is also slowly changing into e-learning which will enhance the students' academic achievement.

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