

## EXAMINING THE IMPACT OF SOCIAL MEDIA CONNECTIVITY ON BEHAVIORAL PATTERNS AMONG SECONDARY LEVEL STUDENTS IN PRAKASAM DISTRICT

T. P. E. Moses<sup>1</sup>, Sanatana Mahakur<sup>2</sup>

<sup>1</sup>Assistant Professor, St. Paul's college of Education Giddualur, India.

<sup>2</sup>M. Ed Student Department of Education, St. Paul's college of Education Giddualur, India.

### ABSTRACT

The present study has been designed to study the Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district. Various Indian and foreign studies were reviewed. Descriptive Survey method has been used in this study. The sample consists of 200 students studying in secondary schools of Prakasam district. The investigator used stratified random sampling technique for selecting the sample. Questionnaire was constructed for the Students to find out the opinions on the Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district. The data were analyzed using various statistical methods like mean, SD, 't' test and F-test were the statistical techniques used. The score obtained by different groups are compared across the variables like gender, class, medium, management, locality, parental qualification, and parental occupation. The results are discussed in light of previous research studied; suggestions and Recommendations for further research were also suggested.

**Key Words:** Social Media Student Behaviour.

### 1. INTRODUCTION

As per the survey of previous research, 90% of college students use social networks. Technology has shown a rapid development by introducing small communication devices and we can use these small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones (which support internet) etc. For the purpose of education social media has been used as an innovative way. Students should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. Social media has increased the quality and rate of collaboration for students. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Orkut, and Instagram etc.. It is also important for students to do some practical work instead of doing paper work. They can also write blogs for Teachers as well as for themselves to enhance their knowledge skills. Social networking sites also conduct online examination which play an important role to enhance the students' knowledge. Social media gives a way to the students to effectively reach each other in regards to class ventures, bunch assignments or for help on homework assignments. Many of the students who do not take an interest consistently in class might feel that they can express their thoughts easily on social media. Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them. It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers. The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity.

#### Need and significance of the study:

Importance of educational ads are rapidly increasing in current scenario which is useful for not only common students but also especially for professional students for achieving their carrier goals and providing information regarding placements, and also for opting better educational facilities. In modern day society, the use of social media among individuals is taking a vital part in students live and there has been a wide spread abuse of its usage among students. Unfortunately, many students have become fully involved in social networking almost all the time, while paying less attention to their academic work by spending much time on the platforms, rather than studying or interacting with individuals one on one. Active as well as frequent partaking on social media may affect their studies, and may hamper their journey into the world of work.

The situation is alarming because, parents are so much worried about their wards habitual use of social media sites, they become prone to spending time socializing which provide them the freedom to do whatever they wish and to upload what they want, and talk to whom they want. The use of social media by students while in the school (learning) is multitasking (the ability of doing several things at the same time). This kind of engagement distract attention e.g. some students use social media either for sending text messages, browsing or pinging while reading their books or doing their assignments which affects their study habit. It has also become the habit of many students while moving

along the roads clutched to mobile phones without really taking any cognizes of the immediate environment. Another problem of students engaging in social media usage is detrimental to their progress in school activities, these students prefer being in the virtual world than attending various extracurricular activities such as academic clubs and societies, quiz competitions, debates, sports etc.

The students coupled with the adolescence stage are easily disposed to regular mood fluctuations and self-control which really affect their looks and often produce disquiet or distress about their personality as individuals, thinking persistently in this form may sometimes lead to unhappiness. Many school teachers, and the society at large are getting worried, notwithstanding that there are strict rules set or established by various school authorities on the improper use of technological gadgets. It is on this note that this study was designed to examine the Impact of Social Media on Behaviour of Secondary School Students.

## 2. OBJECTIVES OF THE STUDY

- To study the Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
- To study the significant difference among the perceptions of students based on their demographic variables i.e., gender, class, medium, management, locality, parental qualification, and parental occupation towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.

### Hypotheses of the present study

1. There is no significant difference between the perceptions of male and female category students towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
2. There is no significant difference among the perceptions of students based on their class towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
3. There is no significant difference among the perceptions of students based on their medium towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
4. There is no significant difference among the perceptions of students based on their school management towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
5. There is no significant difference among the perceptions of students based on their locality towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
6. There is no significant difference among the perceptions of students based on their parental qualification towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
7. There is no significant difference among the perceptions of students based on their parental occupation towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.

## 3. REVIEW OF RELATED LITERATURE

**Miao Chen (2022)** studied on “The effect of social media on the development of students’ affective variables”. The present paper reviews the findings of the exemplary published works of research to shed light on the positive and negative potential effects of the massive use of social media on students’ emotional well-being.

This review can be insightful for teachers who tend to take the potential psychological effects of social media for granted.

They may want to know more about the actual effects of the over-reliance on and the excessive (and actually obsessive) use of social media on students’ developing certain images of self and certain emotions which are not necessarily positive. There will be implications for pre- and in-service teacher training and professional development programs and all those involved in student affairs.

**Johnraj David (2021)** studied on “Influence of Social Media Activities on Higher Secondary Students”. The findings of the study indicate that (i) male students have significantly higher use of social media activities than female students (ii) students studying in XII standard have significantly higher use of social media activities than students studying in XI standard students (iii) urban locality school students have significantly higher use of social media activities than rural locality school students (iv) students studying in aided schools have significantly higher use of social media activities than students in unaided schools.

### Design of the Study

The researcher followed the survey method of the descriptive research. For this investigation the questionnaire had been considered as a suitable tool for the collection of data. The questionnaire consisted of 30 statements as perceived by the Students.

**Reliability and Validity:** or the purpose of the present study the split- half method was adopted. The split-half reliability co-efficient for the Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district as perceived by students was 0.88 and for the validity of the scale it is based on the content and construct validity.

#### Administration of Tool:

The tool was administered among students, necessary instructions were given in filling the tool. All the respondents followed the instructions and filled the tool by reading the all the items carefully.

#### Data Collection:

The investigator personally visited the sampled schools and administered the tool among the sampled respondents. The data collected through questionnaire and Interview schedule were used for analytical purposes.

#### Statistical Techniques Used:

The statistical techniques used mainly for analytical purposes were means, standard deviations were used To study the significant differences in between the socio-economic variables, 't'-test and 'F-test (ANOVA) have been used by the investigator with the help of Statistical Package for Social Sciences (SPSS).

**Table 1** showing the overall attitude of secondary school students towards Impact of Social Media on Behaviour of Secondary School Students in Prakasam district.

N	Min.	Max.	Percent	Mean	Std. Dev.
200	30	150	66.33	99.50	7.10

Table 1 examined that, the secondary school students showed positive attitude towards Impact of Social Media on Behaviour of Secondary School Students. . The mean percent is 66.33, the mean value is 99.50 and the Std. Dev. 7.10 respectively.

**Table 2:** Significant difference among the perceptions of students based on their socio-economic variables towards Impact of Social Media on Behaviour of Secondary School Students in Prakasam district.

Variable	Category	N	Mean	Std. Dev.	t/F-value	p-value
Gender	Male	100	121.77	13.75	1.07 <sup>NS</sup>	0.29
	Female	100	119.35	14.13		
Class	8th Class	100	118.46	12.70	2.66*	0.01
	9th Class	100	124.76	15.45		
Medium	English	100	117.92	12.81	3.39**	0.00
	Telugu	100	125.84	14.73		
Management	Government	100	129.76	13.19	6.44**	0.00
	Private	100	115.96	11.94		
Locality	Urban	100	121.12	14.26	0.35 <sup>NS</sup>	0.73
	Rural	100	120.28	13.85		
Parental Qualification	Illiterate	40	123.80	13.40	2.39*	0.05
	Primary	59	121.82	13.96		
	Secondary	46	121.44	16.57		
	Inter	21	110.55	8.56		
	Degree	34	117.21	9.94		
Parental Occupation	Daily Labour	45	125.52	11.89	10.82**	0.00
	Agriculture	65	125.73	14.39		
	Business	62	112.73	11.53		
	Employee	28	120.50	11.76		

\*\*Significant at 0.01, \*Significant at 0.05 level and NS : Not Significant

There is no significant difference between the perceptions of Students based on their gender and locality towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.

There is a significant difference among the perceptions of Students based on their class towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and 9<sup>th</sup> class Students perceived high than that of the rest. There is a significant difference among the perceptions of Students based on their medium towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Telugu medium Students perceived high than that of the rest. There is a significant difference among the perceptions of Students based on their school management towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Governmente school Students perceived high than that of the rest. There is a significant difference among the perceptions of Students based on their locality towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and rural area Students perceived high than that of the rest.

There is a significant difference among the perceptions of Students based on their parental qualification towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Illiterate parents of Students perceived high than that of the rest.

There is a significant difference among the perceptions of Students based on their parental occuaption towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Agriculture occupation of parents of Students perceived high than that of the rest.

#### 4. FINDINGS OF THE STUDY

1. There is no significant difference between the perceptions of Students based on their gender and locality towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district.
2. There is a significant difference among the perceptions of Students based on their class towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and 9<sup>th</sup> class Students perceived high than that of the rest.
3. There is a significant difference among the perceptions of Students based on their medium towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Telugu medium Students perceived high than that of the rest.
4. There is a significant difference among the perceptions of Students based on their school management towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Governmente school Students perceived high than that of the rest.
5. There is a significant difference among the perceptions of Students based on their locality towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and rural area Students perceived high than that of the rest.
6. There is a significant difference among the perceptions of Students based on their parental qualification towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Illiterate parents of Students perceived high than that of the rest.
7. There is a significant difference among the perceptions of Students based on their parental occupation towards Social Media Connection as change the Student Behavior in Secondary Level Schools in Prakasam district and Agriculture occupation of parents of Students perceived high than that of the rest.

#### 5. RECOMMENDATIONS

- ❖ Parents and guardians should pay more attention to their children and wards usage of mobile phones, and other internet services to ensure proper as well as positive utilization.
- ❖ Students need to be properly guided, and informed on the negative influence of social media sites so that they mostly use them for academic progress in other to minimize the negative aspects.
- ❖ Caregivers, guardians, educators and policymakers need to educate students on effective usage and time management, thereby placing a check on students' activities both in the school and at home, in other not to spend valuable time on irrelevant activities while using the social media.
- ❖ The school authorities should have a strict rule on the use of handheld devices during school hours. Students should be taught the importance of using educative websites instead of entertainment sites, and to explore the best practices of social media sites rather than the negative side of it.
- ❖ Educational psychologists should get the students informed and warned about pornography, sexing, cyberbullying, fraud, online theft so as not to fall victims or commit cyber-crimes and to overcome identity crises.

## 6. REFERENCES

- [1] Adler, Richard P. (1977). TV Effects on Consumer Skills and Interpersonal Processes. Washington, DC: U.S. Government Printing Office.
- [2] Evelyn D. Markwei, and Doreen Appiah, (2016). The Impact of Social Media on Ghanaian Youth: A Case Study of the Nima and Maamobi Communities in Accra, Ghana. [www.yalsa.ala.org/jrly](http://www.yalsa.ala.org/jrly)
- [3] Fletcher, Alan D. (2001). Educators and Practitioners Look at the Advertising Curriculum. Publication\_Date: 2001. ERIC\_NO: ED456474
- [4] Markwei, Evelyn D. and Doreen Appiah. (2016). The Impact of Social Media on Ghanaian Youth: A Case Study of the Nima and Maamobi Communities in Accra. Ghana. Journal of Research on Libraries & Young Adults, 7 (2016)..
- [5] Omowale Adelabu (2015). Social Media, Advertising Messages and the Youth: Any Influence?. New Media and Mass Communication, ISSN 2224-3267 (Paper) ISSN 2224-3275. Vol.39, 2015.
- [6] Rosen, L., Carrier, L., & Cheever, N. (2013). Facebook and texting made me do it: Media induced task-switching while studying. ELSEVIER, 948-950; 955. <http://www.elsevier.com/locate/comphumbeh>
- [7] Swati Bisht (2013). Impact Of Tv Advertisement On Youth Purchase Decision - Literature Review. International Monthly Refereed Journal of Research In Management & Technology. Volume II, March'13.
- [8] Tali Te'eni-Harari et al., (2007). Information Processing of Advertising among Young People: The Elaboration Likelihood Model as Applied to Youth. JAR47(3) 07034 1/15 08/14/07.