



Usage Pattern of Social Media among Higher Secondary School Students of Haryana

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ABSTRACT

Social media is most modernistic form of media and acquire many features and characteristics. It has many facilities like as texting, communicating, images sharing, audio and video sharing, fast publishing, gaming, blogging, linking with all over world, direct connecting. Social media provides an opportunity for students to improve social networking and learning processes, which promotes knowledge in society. The study was conducted in year 2017-18 between rural and urban areas of Hisar district of Haryana. Thus total of 160 students were selected randomly. Results highlighted that the students keep themselves updated with latest know and how through newspaper (30.00%), television (83.70%), mobile phones (62.50%), and mobile with internet connections (43.70%). Majority of the students were aware and utilizing social media such as Facebook (90.00%), WhatsApp (95.00%), YouTube (75.00%), Messenger (47.50%) and Wikipedia (30.00%) respectively. The social media use was positively correlated with age, sex and stream of study and negatively associated with the academic performances of the students.

INTRODUCTION

In the present context, social media networks are significant in different aspects of life, particularly in education (Malik & Godara, 2020). It is a means of connections among users, because of its ease, speed and reach, social media is fast changing the public discourse in society and setting trends. It is also a set of information technology that facilitates interaction and networking among peoples. Social media has brought the world together regardless of its geographical limits. Social network plays a pivotal role in the student's life to developing, sustaining, or even revitalizing connections and boosting kids' learning skills (Tayseer et al., 2014). It enables various online technology that enable people to communicate easily and people use social media to share information, text, audio, video, images, podcasts, and other multimedia communication in virtual communication and networks (Kaplan & Haenlein, 2010). Social media have the possibility of creation of social wealth in the form of discussion forums (Nain et

al., 2019). People used for expressive, directive, commissive, or declarative purposes for effectively passing their messages to the intended parties. (Duhoe et al., 2021). Students, who work in groups, employ a wide range of social media lingo, including clipping, abbreviation, alphanumeric homophony, vowel deletion, graphone, and other slang terms, among other things (Asare et al., 2021). Social media is an emerging tool to popularize and to increase the visibility of the useful technologies at a great extent and to educate the individuals and development of youth to save the time and resources. Large number of young generation's social and emotional development is occurring on internet and cell phones. The amount of time students spend on these social networking sites has an influence on their quality of life. It has an effect on their physical, emotional and spiritual well-being (Saini et al., 2020). Social media, the fast triggering the mean of virtual communication, internet based technologies changed the life pattern of young generation. Presently, the use of social media have both advantages as well as disadvantages, mostly its benefits seen in terms of easy

accessing course contents, video clip, transfer of the instructional notes etc. Overall students feel that social media and mobile devices are the cheap and convenient tools of obtaining relevant information. The advantages of social media for the students were convenience in keeping in touch with friends, ease to learn new technology, knowledge of various academic institutions for higher studies across the country. The major disadvantages for the students were less physical activity, cybercrime, and privacy issues (Devi & Sornapudi, 2022).

METHODOLOGY

A descriptive method was used to conduct present investigation and survey type research was conducted through the questionnaire. The study was conducted in Haryana state. It was a comparative study between urban and rural areas of Hisar district. For this, list of higher secondary schools in Hisar city was prepared (both government as well as private schools). From this list, one government and one private higher secondary school was selected randomly. From the selected block, a list of villages having government higher secondary schools and private higher secondary schools was procured from district education office. Out of this list, one government and one private school was selected randomly. Finally four schools (two private and two government higher secondary schools) were selected from both the areas for the study. From the selected schools, lists of 11th and 12th class students were procured from school records. From these lists, 40 students (both male and female) were selected randomly from each school. All gathered information was put into an SPSS sheet for analysis, separation of findings, and presenting of data in proper form, as well as the creation of diagrams and tables.

RESULTS AND DISCUSSION

Extent of communication sources and social media used by the students

Data presented in the Table 1 shows the utilization of communication sources for students in rural and urban areas. The utilization was measured on three continuum i.e. always, seldom and never. In rural areas, data showed that newspaper had highest access in the print media 1.66 WMS followed by leaflet/pamphlets 1.06 WMS and magazine 1.03 respectively. Data regarding the utilization of electronic media of communication sources by the students of the rural areas used were television 2.60 WMS with highest score followed by mobile phones 1.86 WMS and mobile with internet 1.45 WMS and other sources were 1.31 and 1.27

Table 1. Utilization pattern of communication sources by the students

Communication sources	Rural (WMS)	Urban (WMS)
Print media		
Newspaper	1.66	1.75
Magazines	1.03	1.16
Leaflet/pamphlets	1.06	1.35
Electronic media		
Telephones/landline	1.06	1.25
Mobiles phones	1.86	2.57
Mobile with internet	1.45	2.21
Television	2.60	2.76
Computer/laptop	1.31	1.86
Computer/laptop with internet	1.27	1.90

*Multiple responses

respectively. For urban area, data showed that newspaper had highest access in the print media 1.75 WMS followed by leaflet / pamphlet 1.35 WMS and magazine 1.16 respectively. From electronic media data showed that highest utilization of television 2.76 WMS followed by mobile phones 2.57 WMS and mobile with internet 2.21WMS and other sources were 1.90 and 1.86 respectively. It can be concluded that, in print media most of the students were reading newspaper regularly to keep up-to-date their knowledge and information. In respect of electronic media; students were watching television regularly to entertain and enhance their knowledge via latest technology and followed by the mobile phones. The results are in conformity with the findings revealed that the newspaper had the most owners, followed by mobile phones, television, computers, magazines and radio (Rajput, 2007).

As shown in Table 2, in rural area half of the students (47.50%) were passed with 60-70% marks followed by 70-80% (32.50%). On the other hand in urban area more than half of the students (53.70 %) were passed with 60-70% marks followed by 70-80% (21.30%). From the given data concluded that performance of students in urban area is good as compared to rural area with little differences and the no.

Extent of use of social media by rural students

The data showed in Table 3 the most preferred recreational sites of government school students were WhatsApp with weighted mean score 2.10 followed by YouTube 2.05 WMS and Facebook 1.92 WMS and other sites weighted mean score were 1.77, 1.57, 1.32, 1.27, 1.10 etc. Data regarding online shopping most preferred sites were Flipkart with weighted mean score 1.47 followed by IndiaMART 1.47 WMS and Amazon with 1.35 WMS and other

Table 2. Academic performances of the students in previous class

Academic performance	Respondents					
	Rural		Urban		Total	
	Govt.	Private	Govt.	Private	Govt.	Private
Distinction	2(5.00)	5(12.50)	4(10.00)	6(15.00)	7 (8.70)	10(12.50)
80-90%	3(7.50)	2(5.00)	3(7.50)	7(17.50)	5(6.30)	10(12.50)
70-80%	17(42.50)	9(22.50)	11(27.50)	6(15.00)	26(32.50)	17(21.30)
60-70%	14(35.00)	24(58.00)	22(55.00)	21(52.50)	38(47.50)	43(53.70)
Failure	4(10.00)	-	-	-	4(5.00)	-

Table 3. Extent of use of social media by rural and urban students

Social media	Rural		Urban	
	Govt. (WMS)	Private (WMS)	Govt. (WMS)	Private (WMS)
Recreational				
Facebook	2.12	2.27	2.20	2.22
WhatsApp	1.42	1.57	2.12	2.27
Instagram	1.37	2.00	1.42	1.57
YouTube	1.17	1.47	1.37	2.00
Snapchat	1.67	1.77	1.17	1.47
Messenger	1.15	1.25	1.67	1.77
Telegram	1.02	1.05	1.15	1.25
Twitter	1.67	1.72	1.02	1.05
Wikipedia	1.65	1.57	1.67	1.72
Shopping				
Amazon	1.72	1.50	1.17	1.62
Flipkart	1.32	1.42	1.72	1.50
Snapdeal	1.15	1.37	1.32	1.42
Myntra	1.27	1.30	1.15	1.37
Olx	1.45	1.57	1.27	1.30
Shopclues	1.62	1.45	1.45	1.57
IndiaMART	1.32	1.30	1.62	1.45
Paytm Mall	1.17	1.27	1.32	1.30
Academic sites				
npTEL.ac.in	1.45	1.17	1.07	1.12
edx.org	1.25	1.25	1.12	1.10
indiaeducation.net	1.10	1.15	1.20	1.30
academicearth.org	1.07	1.20	1.20	1.17
eshiksha.com	1.27	1.32	1.37	1.27
ecollegeofindia.com	1.20	1.42	1.32	1.32
bigthink.com	1.20	1.22	1.27	1.50
brightstorm.com	1.30	1.32	1.20	1.35
admissionnews.com	1.30	1.40	1.02	1.15

*Multiple responses

sites were with their weighted mean score with rank 1.20, 1.17, 1.07 and 1.05 respectively. With regard to academic sites, the most preferred sites were npTEL.ac.in with weighted mean score 1.45 followed by brightstorm.com and admissionnews.com with WMS 1.30 and eshiksha.com 1.27 WMS and other sites were with their weighted mean score values 1.25, 1.20, 1.10 and 1.07 respectively.

It's possible that the widespread knowledge of WhatsApp is due to its popularity and features such as free text messaging and phone calls. Furthermore, it is the most customized social media, with the ability to communicate one-on-one as well as in groups with friends and family. Because Twitter is an older application when compared to other social media networks, it has a lower level of awareness than other apps. The most preferred recreational sites of private school students from rural background showed that majority of the students were using Facebook with 2.32 WMS followed by WhatsApp 2.07 WMS and YouTube 2.02 WMS and others sites with mean score values; 1.67, 1.65, 1.57, 1.35 and 1.17 respectively. Regarding online shopping sites most preferred sites were Flipkart 1.52 WMS followed by Snapdeal 1.37 WMS and Myntra 1.32 WMS and other shopping applications with mean score 1.27, 1.22, 1.12 and 1.10 respectively. We explore that the most preferred sites academic sites were ecollegeofindia.com 1.42 WMS followed by admissionnews.com 1.40 WMS and

brightstorm.com 1.32 WMS and other WMS were 1.25, 1.22, 1.20, 1.17, 1.15. From this data we can conclude the most preferred recreational sites i.e. Facebook, WhatsApp, YouTube, Wikipedia and Instagram respectively. On the other hand; most likely online-shopping applications were used by the students i.e. Amazon, Flipkart, Myntra, Snapdeal and IndiaMART etc. Study supported that social networking apps were most frequently visited by the students followed by entertainment and educational apps. Data revealed that personality traits viz.; age, education, medium of schooling, schooling, annual expenditure, mass media exposure and information seeking behavior exhibited positive and significant correlation with their usage behavior of mobile (Malik et al., 2021). Most of the students used social media networks like Google (20.00%) and YouTube (18.00%) they were browsing sites by using e-gadgets like smart phone (36.00%) and laptop (33.00%). Study showed that majority of females were using social media for socializing and connecting with their family members, whereas males are more focused on task-oriented actions and gaming (Cheung et al., 2015).

Further, the data showed in Table 3 most preferred recreational sites of government school students from urban background showed were Facebook with 2.20 WMS followed by WhatsApp 2.12 WMS and Messenger 1.67 WMS and others sites were 1.42, 1.37, 1.17 and 1.02 WMS respectively. Data regarding online shopping sites showed that most preferred sites were Flipkart with 1.72 WMS followed by IndiaMART 1.62 WMS and Shopclues 1.45 WMS and other sites were with WMS following 1.32, 1.27, 1.17 and 1.15 respectively. Among the academic sites the most preferred sites were eshiksha.com 1.37 WMS followed by ecollegeofindia.com 1.32 WMS and bigthink.com 1.27 WMS and other sites were with mean score values 1.20, 1.12, 1.07 and 1.02 respectively. From the data we can conclude that mostly using sites for making contact with their loved ones were Facebook, WhatsApp and Messenger.

The data of private school students from urban background were WhatsApp 2.27 WMS followed by Facebook 2.22 WMS and YouTube 2.00 WMS and other sites with mean score value were 1.77, 1.72, 1.57, 1.47, 1.25 and 1.05 respectively. Data regarding online shopping sites showed that most used sites were Amazon 1.62 WMS followed by Shopclues 1.57 and Flipkart 1.50 WMS and other sites mean score values were 1.45, 1.42, 1.37 and 1.30 respectively. It might be due to majority of students preferred Facebook and YouTube as a teaching tool it provides all kind of video lectures and attend webinar, workshop and training programme etc. that help to understanding various topics in easy mode.

Among the academic sites the most preferred sites using by the students were bigthink.com 1.50 WMS followed by brightstorm.com 1.35 WMS and ecollegeofindia.com 1.32 WMS and other sites with their WMS value 1.30, 1.27, 1.17, 1.15, 1.12, 1.10 respectively. From the data concluded that most preferred sites by the students were WhatsApp, Facebook, Messenger and YouTube were using for the communication, entertainment and for education purpose. The results showed that WhatsApp emerged as the most popular platform for sharing messages, photographs and videos. There was a significant difference in how peoples used social media and what they shared. The most frequently used social platform to increase awareness by using social media such as Facebook,

Twitter, websites etc. (12.50%) and mobile applications (3.75%) (Rohit et al., 2021). Younger students used Facebook more frequently than older students to stay in touch with high school or local acquaintances (Pempek et al., 2009). No association was observed between type of mass media used by participants and their creative abilities (Sheoran et al., 2021).

The correlation coefficient of the personal, socio-economic variables with use of the social media by the students has been employed. The data presented in Table 4 reveals that all the variables viz., age is positively at $p < 0.05$, sex and stream of study correlated at $p < 0.01$ and academic performance found to be negatively correlated at $p < 0.01$ level of significance. The findings showed that students who used social networks and internet more than average had a poor academic achievement and low level of concentration in the classroom (Upadhayay & Guragain, 2017). The results of another study showed that grades points of students in class lower among students who were using the social media sites as compared to other students (Al-Yafi et al., 2018). The addiction to social networking in the male students was significantly higher than female students (Azizi et al., 2019). Logistic regression analysis showed that male students and students under the age of 20 were the most important predictors of internet addiction among students (Ghamari et al., 2011).

Time spent per day on social media by the students

The data furnished in the Table 5 showed that the most of the government school students i.e. 18.70 per cent spent more than two hours per day on social media followed by 12.50 per cent spent two hours on social media. But, in private school 30.00 per cent students spent more than two hours on social media followed by 20.00 per cent were spent two hours daily. Hence, the analysis of the data presented in the table showed that at present all the students irrespective of the area of residence it was concluded that all the student’s use social media on daily basis with slight amount of time differentiation.

Table 4. Relationship between independent variables and use of social media by

Independent variable	Use of social media	
	Correlation coefficient (r)	p-value
Age (between 15-18)	0.167*	0.034799
Sex	0.463**	<0.00001
Stream of study	0.223**	0.004591
Academic performance	-0.307**	0.000079

** Significant at 1% level, $p < 0.01$ (2-tailed), * Significant at 5% level ($p < 0.05$)

Table 5. Time spent on social media by the students

Hours spent/	Rural		Urban		Total	
	Govt. (n=40) F(%)	Private (n=40) F(%)	Govt. (n=40) F(%)	Private (n=40) F(%)	Govt. (n=80) F(%)	Private (n=80) F(%)
1 hour	-	2(5.00)	2(5.00)	-	2(2.50)	2(2.50)
2 hour	6(15.00)	8(20.00)	4(10.00)	8(20.00)	10(12.50)	16(20.00)
More than 2 hours	5(12.5)	9(22.5)	10(25.00)	15(37.50)	15(18.70)	24(30.00)

Most of the students significant problem and the users need to address their problematic use of social media those students were spending too much of their time on social media and that was having serious deleterious effect onto their education, co-curricular, social and interpersonal activities. Results highlighted that the most commonly used social media platform was WhatsApp and most of the students reported actively engaging in this social media application time between 31 to 60 minutes on a daily basis (Akakandelwa & Walubita, 2017). Another study was conducted by Stollak et al., (2011) found that time spent on social networking sites was mostly on Facebook (78.30%) majority of students (77.20%) spent more than 30 minutes a day and similar findings by Manjunatha, (2013). The results are in conformity with the findings of (Stephan & Thanuskodi, 2014) and Hussain et al., (2017) revealed that half of the students spend 1 to 2 hours per day on social networking sites. It was also noticed by Kaviarasu et al., (2019), revealed that the majority of students spent 2- 3 hours per day on social media.

CONCLUSION

In study, usage pattern of social media among higher secondary school students Facebook and WhatsApp was the most preferred sites to share text messages, photos, and videos. It was found that most of the students were using television, mobile phones and mobile with internet and newspaper to keep themselves update with the latest know and how. The only difference observed was in the taste and purpose for which they are using the media. The amount of time spent per day on social media by the students revealed that more than half of the students spent more than two hours daily on social media. Use of social media is negatively correlated with the academic performance of the students and positively correlated with age, sex and stream of study. Hence it concluded that today all the students irrespective whether they belong to urban or rural, all are using social media on daily basis with amount of time differentiation spent by them. It became very typical to see individuals engaging more in cyberspace than in the physical world.

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