

STUDENT ATTITUDE TOWARDS SOCIAL MEDIA IN RELATION THEIR ACADEMIC ACHIEVEMENT

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ABSTRACT

This study was undertaken to study the attitude towards social media in relation to their academic achievement at college level students. In this normative study, researcher was used survey method. The population for the present study consisted of College students studying in West Bengal State in India. The investigator used the Purposive sampling technique. The sample consisted of 210 students from the different educational stream. The investigator used the Study Attitude scale towards social media by Halder and Sarkar (2018). the test consists of 40 items. For analyzing and interpreting the data the investigator used percentile analysis, standard deviation, 't' test, and Pearson's product moment correlation as the statistical techniques and also used SPSS. The findings show that (i) Female Student attitude better than boys' student regarding attitude towards social media (ii) Significant difference has existed between Urban and Rural Students regarding attitude towards social media (iii) there is a significant Different is existed between Science social science and Literature streamed Students. (iv) A significant relationship between student academic achievement and attitude towards social media of the student.

KEYWORDS: Student Attitude, Social Media, Academic Achievement

INTRODUCTION

Social Networks aren't about websites. They're about Experiences.

- Mike DiLorenzo

Today man has touched the pick of development by passing the different stages of evolution. In past man lives in the forest and cave. At present man has stood on the pick of development due to their various needs. The main reasons for human development his communication with each other. From the past time, the development of human civilization has been carried out that way with the development of communication is carried out in the same way. Today mass media has been discovered with modern science and technology to determine the medium of communication with each other. We use various medium to transfer the different news and information to any person setting a different corner of the world. The internet is a great boon in our life. It helps in every aspect of life. It is a very large community which is using the internet for pure education. In present century Science and technology influenced all the portion of the human being. A great gift of technology is Social media or Social networking sites. Use of technology is increasing in the Educational field day by day. New digital media

have noticeably transformed the communication landscape, especially for youth. The Internet is an influential platform that has changed the way people do things. The term social media defines the broad range of Internet-based and mobile services that permits users to join in online exchanges, created content and interacts with others. Social media also defines those platforms which are either web-based or mobile applications that permit persons or organizations to make and appoint with user-generated content in digital environments (Deil-Amen, 2016).

Background of the Study

Present day classrooms permit students to bring these technologies with them and use them to complete their day-to-day goals. Students who like to use these in the classroom occasionally find themselves in using these technologies for other activities such as accessing social media, whether the teacher is conscious or not. Various Social Networking websites like, Facebook, Twitter, Whatsapp, Hike, Instagram, Youtube, etc are getting more priority to the youngsters due to their attractive feature. Facebook is the most popular social site among all the Social Networking sites. Though Social Networks is only an electronic connection between users but the present time it is noticed that social media has become an addiction among a few youngsters, teachers, and children. The effect of social websites can be fine on students but if we give our focus on the actual impact of social networks, we will come across to its worst parts too. Students should give their major focus on education but recent time students are giving much on such social sites which is an absolutely waste of time.

Meaning of Social Media

Social media mainly refers to any human communication or exchanging information on the internet that takes place through the medium of computer, tablet or mobile. There are several websites and apps which make it possible. Today Social media is considered as one of the largest means of communication. It is getting popularity speedily around the world. Ideas, content information and news, etc can be exchanged through Social media easily.

Social media is the internet based programs to communicate with friends, relatives, and classmates. It allows people to work together and exchange ideas and create a new relationship with new friends.

Some Definition of Social Media

Social media is defined by Kaplan and Haenlein (2010) as internet-based applications which permit the formation and exchange of content which is created by user “. Social media permits users as well as communities to build, co-operate and change the matter.

Run Jones Define that “basically Social Media is a type of online media where people engage themselves to speak and share thoughts and information.

Al-Bahrani and Patel define social media as virtual communities or networks that permit users to interact with each other, enlarge communities, and share information and ideas (Al-Bahrani & Patel, 2015).

Different Types of Social Media

After the invention of social media, it is seen that different types of social media are developed. Students, teacher, and adult use various social networking sites. A short description of these social media is given below-

Facebook: Facebook is one of the most popular social media in present time. It has launched on 4th February 2004, by Mark Zuckerberg. Facebook is a social media where we can post any photo, videos, and music also can express our feeling. The app messenger makes Facebook so attractive to all aged people. By force look, we connect with our friends, relatives, and others. We can send messages to them and also chat in video through this famous media. Facebook is the world by which we can connect with others, can know, unknown news and information, by which we can follow our great humanity.

Whatsapp: Side by side of FB, whatsapp is also a popular social media which was launched in January 2009. It is a messaging system. We can send a message to our friends who are in my contact list of the phone. Beside message we can send Videos, voice messages as well as we can also communicate with friends through video calling of whatsapp. We can access whatsapp from the mobile device as well as desktop and laptop also.

Linkedin: Generally it is a professional Social networking site from the year of 2016 the employer's post notification and job seekers post their CV in the site. 467 million people open their account in this site and 106 million people are its activity per month.

Google+: Google+ is an internet-connected Social media which is conducted by google account then they are using the Google+. It is some like Facebook Twitter and other S.N.S near about 300 million users use it actively per month.

Tweeter: Tweeter is also a news and social networking service. It was founded on 21st March 2006. By this SNS we can post the message or can interact with others, these messages are called tweet. Only the people, who are registered in this media, can post messages, but those people who are unregistered can only read messages. The founder of the tweeter is Jack Darry. According to the survey report of July 2018 the number of an active user of the tweeter is 335 million. We can also get many news, peoples experience through this media.

Youtube: youtube is an American video sharing website in February. 2005. Google bought the service in November 2006. Youtube is such kind of media where we can watch video, can connect also on it. We also subscribe to the youtube channels. We can also create a youtube channel and can part Medias. If anyone like video, he or she can share this link with friends through FB, whatsapp apps.

Hike: hike is an Indian social networking app. By this hike, we can send tens messages as well as stickers, emojis, images, video, audio, files, voice messages, etc our friends. It is available 10 languages. The developer of the hike is Kevin Bharti Mittal. It was launched on 12 December 2012

THE PROBLEM

Statement of the Problem

Today education is not confined only in the classroom but it has been spread outside the classroom and this education is completed by the means of technology like computer mobile Tab and other electronically gazette. In the 21st century social

media which is part of teaching is an important and well-known word to all of us. We know collaborative learning where student explores some things through group work and no needed direct interaction of the group members. This above said collaborative learning is completed through social media. As the social media used every society, a question must be raised that is what kind of attitude of student and teacher's are towards social media. So the present study initiative and analysis extent and nature of attitudes towards social media of people residing in college. So the study has entitled as. "Student Attitude towards Social Media in relation to their Academic Achievement."

Objectives of the Study

Every research has some objectives. The study was conducted to achieve the following objective:

- To measure the attitude of Student towards social media.
- To study the difference of attitude of the student towards social media among different strata. (locality, gender, Educational streamed)
- To find out the relationship between Academic achievement and attitude towards social media of the students.

Hypotheses

The following hypotheses were formulated for this study

H₀₁: There is no significant difference between male and female student attitude in terms of Social media.

H₀₂: There is no significant difference between urban and rural students attitude in terms of Social media.

H₀₃: There is no significant difference between Science and art students attitude in terms of Social media.

H₀₄: There is no significant difference between Science and literature students attitude in terms of Social media.

H₀₅: There is no significant difference between Arts and literature students' attitude in terms of Social media.

H₀₆: There is no Significance Relationship between academic achievement and attitude towards social media of the student.

Delimitation of the Study

In this study have some delimitation. The present study is delimited in the following aspect.

- Population & Sample: In this study, Researcher was selected only 210 college student from science arts and language stream. In the selected sample researcher was choose the purposive sampling method.
- Technique: Only survey technique was used to carry out this study.
- Tools used: in this study, only one standardized questionnaire was used.
- Variables: For this Study, the researcher has considered the following variables: Gender, Locality, Educational Stream (Science, Social Science & Literature) and Academic Achievement.

Significance of the Study

According to the researcher the study has the following significance:

- It is an extension of existing knowledge about the attitude social media
- This study able to observe the relation between attitude towards social media and academic achievement of the student.
- This study will stimulate others to carry out this type of research work in the future
- It can provide baseline information to education planner to chalk out the plan for the welfare of student in our education system as well as the country.
- The study might also be significant as a reference in the field of social media in education and other related studies.

Operational Definition of the Key Term

- **Attitude:** Attitude indicates the more favorable and unfavorable realization of people towards many objects. The meaning of attitude has been defined in several ways by different experts. Allport said (1967), “an attitude is the mental and neural condition of readiness, gathered through experience and exerting a directive or dynamic impact upon the response to all objects and situations with which it is connected.”
- **Social media:** Social media are computer-based technologies which assist to exchange data, Views, job-related picture and another form of expression through virtual communities and networks. Common people generally refer to social media as apps on their Smartphone or tablet, but the reality is, first this communication tool was initiated with computers through the internet.
- **Relationship:** It means the connection between the two variables. In this study, the connection between attitude towards social media and academic achievement was found out.

METHODOLOGY

Approach of the Study: This present study is a descriptive one and the researcher used a descriptive survey method to conduct the study. Data was collected through the survey. The investigator used an attitude scale towards social media by Haler & Sarkar.

Population: In the present study the researcher considered the college students and teachers (science, social science, language) in West Bengal as population. The college students and teachers of Murshidabad and Nadia district of West Bengal were chosen as the targeted population.

Sample and Sampling: Researcher has followed the purposive sampling technique to select the sample. The researcher divided the college students into three strata based on education streams like science, social science, and language.

A researcher has taken an equal number of students from each stream that is 70 are a science 70 are social science and 70 languages.

Table 1: Educational Stream-wise Sample Distribution

	Science	Social science	language	Total
Students	70	70	70	210

Table 2: Locality and Gender Wise

	Male	Female	Total
Urban	105	105	210
Rural	105	105	

Variable for the study: In this research, researcher was used two types variables there are Independent and Dependent.

Selected Independent variables were mentioned below

Locality

It is divided as

- Rural
- Urban

Gender

In this variable entire sample were classified into two category

- Male
- Female

Educational Stream

This variable was divided into three category

- Science
- Social Science
- Language

Dependent Variable (the Main Variable)

Stakeholders attitude towards social media are mentioned as an only the dependent variable by the researcher.

Table 3: Variable Wise Interpretations

Variable		N	Mean	Std. Deviation	
Students	Gender	Male	105	122.7467	13.10982
		Female	105	130.3333	14.62628
	Locality	Urban	105	129.2476	14.82642
		Rural	105	125.5238	26.65668
	Educational Streamed	Language	70	128.1429	14.46363
		Science	70	129.7857	14.06289
Social .Science		70	127.6571	12.26387	

ANALYSIS AND INTERPRETATION

Hypotheses Wise Analysis

H₀₁: There is no significant difference between male and female student attitude in terms of Social media.

Table 4: Attitude towards Social Media between the Male and Female Student

Student	t-test				
	t	Df	Sig.(2-tailed)	Mean Difference	Std.Error Difference
Male-Female	3.501	74	.001	7.58667	2.16708

Interpretation

Here ‘p’ value was greater than ‘t’ value that is why null hypotheses are rejected. It was seen that a significant difference existed between male and female students regarding the attitude towards social media. It could be concluded that the Female Student attitude better than boys student regarding attitude towards social media.

H₀₂: There is no significant difference between urban and rural students attitude in terms of Social media.

Table: 5: Attitude towards Social Media Between Urban and Rural Student

Student	t-test				
	t	Df	Sig.(2-tailed)	Mean Difference	Std.Error Difference
Urban - Rural	1.170	104	.245	3.72381	32.60412

Interpretation

Here ‘t’ value is significant, so the corresponding null hypotheses are rejected. It was observed that significant difference has existed between Urban and Rural Students regarding attitude towards social media. It could be concluded that the Urban Students attitude are higher than rural students regarding Attitude towards social media.

H₀₃: There is no significant difference between Science and social science students’ attitude in terms of Social media.

Table: 6: Attitude towards Social Media Between SCIENCE and Social Science Students

Educational Streame	t-test				
	t	Df	Sig.(2-tailed)	Mean Difference	Std.Error Difference
Sc-Social. Sc	1.012	69	.315	2.12857	2.10352

Interpretation

It is clearly understood from this table that here 't' value greater than the 'p' value. So, 't' value is significant and formulated null hypothesis is rejected. It is observed that Significance Different has existed between Science and social science students regarding attitude towards social media. It can be concluded from above table Science students' attitude is better than Social Science Students regarding Attitude towards social media.

H_{0s} : There is no significant difference between Science and literature students attitude in terms of Social media.

Table: 7: Attitude towards Social Media between Science and Literature Students

Educational Stream.	t-test				
	t	Df	Sig.(2-tailed)	Mean Difference	Std.Error Difference
Science--Literature	.743	69	.460	1.64286	2.21037

Interpretation

Here 't' value is significant, so the corresponding null hypotheses are rejected. It was observed that significant difference has existed between Science Streamed and Literature Streamed Students regarding attitude towards social media. It could be concluded that the Science Students attitude are higher than Literature students regarding Attitude towards social media.

H_{0s} : *There is no significant difference between social science and literature students' attitude in terms of Social Media*

Table: 8: Attitude towards Social Media between Social Science and Literature Students'

Educational Stream	t-test				
	t	Df	Sig.(2-tailed)	Mean Difference	Std.Error Difference
Social. Science--literature	.225	69	.823	.48571	2.15984

Interpretation

Here 't' value is significant; therefore the corresponding null hypothesis is rejected. It was observed that existed significance difference between Social science Streamed students and Literature Students regard to attitude towards social media.

H_{0s} : *There is no Significance Relationship between academic achievement and attitude towards social media of the student.*

Category	Measures	Academic Achievement	Attitude Towards Social Media
Students	N		210
	Df		178
	R		.159

Interpretation

Here the value (.159) was significant at 0.05(.021). Hence the corresponding null hypotheses were rejected. So there exist a significant relationship between student academic achievement and attitude towards social media of the student. According to Karl Pearson, that correlation is very poor.

Finding of the study

The following findings are given below obtain from the above statistical analysis and the interpretation:

- A significant difference existed between male and female students regarding the attitude towards social media. Female Student attitude is better than boys' student regarding attitude towards social media.
- A significant difference has existed between Urban and Rural Students regarding attitude towards social media. Urban Students attitude are higher than rural students regarding attitude towards social media.
- Significance Different has existed between Science and social science students regarding attitude towards social media. Science students' attitudes are better than Social Science Students regarding Attitude towards social media.
- A significant difference has existed between Science Streamed and Literature Streamed Students regarding attitude towards social media. Science Students attitude is higher than Literature students regarding Attitude towards social media.
- Significance difference existed between Social science Streamed students and Literature Students regard to attitude towards social media.
- A significant relationship between student academic achievement and attitude towards social media of the student.

DISCUSSION AND CONCLUSIONS

One of the major objectives of this research was to identify the difference of attitudes towards social media of the students belonging to the different educational stream i.e science, social science, and literature etc. there are significant different attitude to social media among the students of science, social science, and literature, science students' attitude towards social media is more positive than the students of social science and literature stream.

In respect of gender of the students, there area significant different attitude towards social media. The attitude of male students towards social media is more positive than the female students. Attitude towards social media there exists significant locality. Attitude towards social media of urban and rural students are clearly separate. On the basis of the above research, it can be said that the attitude of urban students towards social media is more positive that the rural students.

One of the important objectives of the above research was to find out the relationship between the student's attitude towards social media and student's academic achievement. In this regard, it is found that academic achievement is better for those students whose attitude towards social media is more positive. In the opposite side, academic achievement is comparatively low of that student whose attitude towards social media is negative. Therefore, it can be said that there is a significant correlation between the attitude towards social media and academic achievement of students.

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