

SOCIAL NETWORKING USAGE AMONG THE SECONDARY SCHOOL STUDENTS

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ABSTRACT: : *The present study attempts to know the social networking usage among the secondary school students. It explores the usage level with reference to certain demographic variables like gender, place of living, type of schools and also to check the interaction effect between these variables. The study has been conducted on a sample of 600 students of Aligarh district. The tool of "Social Networking Status Scale" developed by Arslan and Kirik (2013) was adapted to meet the requirement of present study. The findings of the study revealed that there is a significant difference in the social networking usage with reference to gender However, no difference has been found in the social networking usage with respect to place of living and type of schools. No interactional effect was found in the social networking usage when all the three demographic variables are taken together.*

Key Words: *Social Networking, Secondary school students, Gender, Place of living and Type of schools.*

Introduction

In the last few decades, the ways of communication and interaction has been significantly changed all around the world. The emergence of various mediums for inter personal communication globally has brought people relatively closer. Emails, instant messaging and social networking sites have made some notable contribution in shortening the distance of communication. The rapid upgrade in the practice of using social networking sites by students signifies an imperative shift in the usage of internet for information to entertainment and communication. A social networking includes a group of individuals who are unified through certain relationships such as friendship, coworker etc. (Garton, Haythornthwaite & Wellman, 1997). Social Networking have attracted millions of active internet users who have integrated these sites in their day to day life. A Social Networking site is an online platform where users create a personal profile for building up a personal network that connects them with different users. In the past few years these sites have whizzed from niche bustle into phenomenon that engages millions of users all across the globe. Social Networking Sites are designed to enhance online communities and connect with users of common interest (Steinfeld *et al.*, 2008; Carter *et al.*, 2008; Shin, 2010). Adolescents tend to be the most frequent users of social networking sites (Mason *et al.*, 2010; Quillian and Redd, 2009; Subrahmanyam *et al.*, 2009; Gemmill and Peterson, 2006). Today adolescents are becoming more and more digitally fluent and have integrated these sites in their daily routine. These sites have both positive as well as negative impact on the academic performance of these students. The rapid adoption of social network by students has raised questions related to the reason behind students flocking to these sites. Number of researches (Choney 2010; Mehmood & Taswir 2013; Kist 2008; Jacobsen & Forste 2011) proved that the use of technology have widely influenced the educational performance of the students. Majority of male and female have same usage motivation of social networking (Hoy and Milne 2010). Females have greater privacy concern than males (Tufekci 2008). Impact of teenagers' online presence in terms of general usage pattern with reference to gender has particularly been important in relation to educational outcome (Li and Kirkup 2007). Researches have also shown that greater number of friend on social networking can have various benefits (Ellison *et al* 2007). All these studies have explored one or other demographical variable but the present investigators could not find any comprehensive study on secondary school students in cooperating many demographic variables (gender, place of living, type of schools). The present study is an attempt in this direction

Objectives of the Study

The study aims to know the usage of social networking sites by the students of secondary grade with respect to their gender, place of living and type of schools.

Research Methodology

The present study has been conducted upon a sample of 600 secondary school students of Aligarh district. The investigator has employed descriptive survey method for the study. For selecting the representative sample, random sampling technique has been exercised by the researcher. In order to carry out the study, the researchers adapted the “Social Networking Status Scale” developed by Arslan and Kirik (2013). This is a scientific survey based on inquiries and belief explaining the usage level of social networking sites. The scale measures the social networking status under three dimensions which are the addiction, ethic, and convergence. The reliability and validity of each dimension was calculated all over again with the help of statistical software, SPSS. The tool was validated on a sample of 200 students for content and construct validity. The reliability coefficient of the tool was also confirmed by Alpha Cronbach method and the coefficient was 0.71. The below given table (No. 1) depicts the reliability coefficient of all dimensions of the scale and total scale:

Table 1: Reliability of the Inventory

Dimensions	Reliability
Addiction	0.70
Ethics	0.71
Convergence	0.73
Total	0.71

Table 2: Correlation between each dimension and total score

Domain and total score	Addiction	Ethics	Convergence
r value	0.66**	0.71**	0.69**
Significance	0.000	0.000	0.000

** Significant at 0.01 level

Data Analysis

The table and successive interpretation given underneath presents a comprehensive analysis of the data according to the objectives of the present study.

Objective I: To find out the level of social networking usage among secondary school students.

To access the level of social networking usage the basic statistical values (mean, median, mode, standard deviation, skewness, kurtosis and z value) have been assessed. The table 3 given below presents the details.

Table3: Descriptive Statistics showing social networking usage among secondary school teachers

N	Mean	Median	S.D	Skewness	Kurtosis	S.E	Z value	Z standard
600	104.07	101	22.17	0.15	-0.19	0.90	1.59	±1.96

The above table describes the different descriptive measures of social networking usage attained through the test. The skewness value (0.15) and kurtosis value (-0.19) and also the values of mean and median depicts that the data is approximately normally distributed. Since z value (1.59, where Z = skewness / SE. of Mean) lies under the standard of z value (±1.96) (Doane & Seward, 2011) it shows that the data is normally distributed and the parametric statistics can be applied. Normalcy of the data has been described through figure no. 1. An examination of the table also shows that an average student in the sample is able to score 104 i.e. an average student have moderate social networking usage level Thus, it can be concluded that that majority of secondary school students have a moderate pattern of social networking usage.

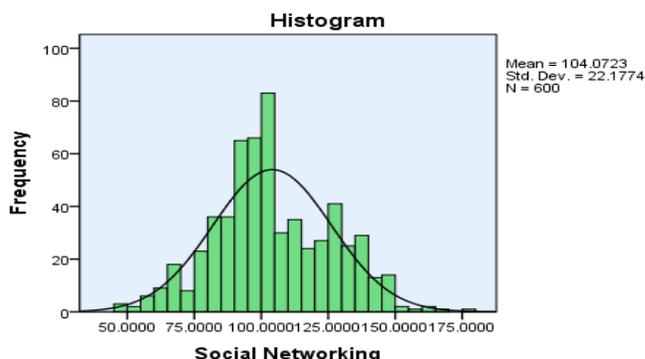


Fig1: Graphical representation of the usage level of social networking among secondary school students

Objective2: To find the difference in the social networking usage of secondary school students in terms of gender, place of living and type of schools.

In order to know the difference in the social networking usage of secondary school students in terms of gender, place of living and type of schools the following hypothesis has been formulated.

H0: there is no difference in the social networking usage of secondary school students in terms of gender, place of living and type of schools.

To test the above hypothesis three way ANOVA (2x2x2 factorial design) has been used. The description is shown:

Table 4: Summary of 2x2x2 (ANOVA) Factorial design for the score of social networking usage according to gender, place of living and type of school

Source of Variation		Mean	Sum of squares	df	Mean Squares	F	Sig.
Gender	Male	101.96	4338.510	1	4338.510	8.936	.003**
	Female	107.28					
Place of living	Rural	105.26	974.363	1	974.363	2.007	.157
	Urban	103.02					
Type of School	Govt.	105.72	1413.168	1	1413.168	2.911	.089
	Private	102.65					
Gender × Place of Living × Type of School			223.646	1	223.646	.461	.498
Error			287407.593	592	485.486		
Total			6793232.388	600			

**Significant at 0.01 level

From the table it is clear that F value for gender (F=8.93, p <0.01) is significant at 0.01 level which confirms that there exists significant difference between boys and girls in their social networking usage. Thus the girls (mean 107.28) are higher users than boys (mean 101.96) in the social networking usage. These findings are in consonance with the opinion of Hargittai (2007).The mean difference of boys and girls in the social networking usage is presented graphically in fig 2:

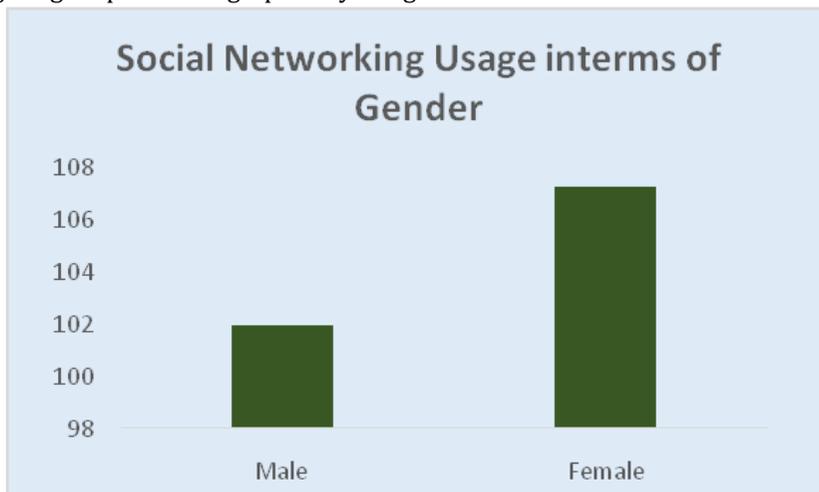


Fig2: Graphical Presentation of Mean difference between male and female in social networking usage

From the perusal of the table it is clear that the mean of social networking usage scores for rural and urban is 105.26 and 103.02 respectively. The mean score of rural sample is slightly greater than urban sample, the variation in both these groups is found to be statistically insignificant. It is therefore concluded that the variation in the rural and urban students do not differ in their social networking usage. The findings of the study contradicts with the results of AsareDonkoh (2018).This is represented graphically as in fig 3:

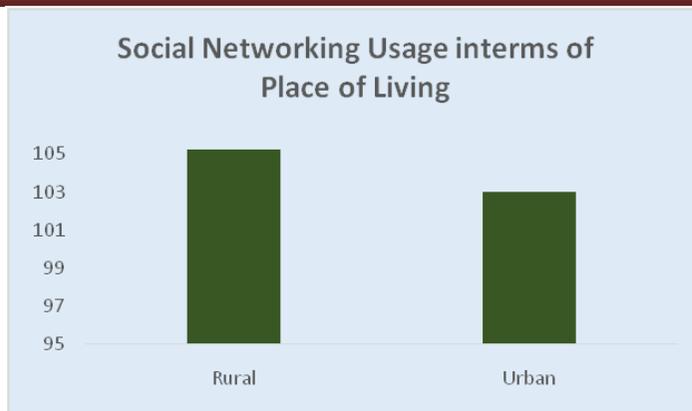


Fig 3: Graphical Presentation of Mean difference between rural and urban students in social networking usage

From the perusal of the table it is clear that the mean of social networking usage scores for government and private school students is 105.72 and 102.65 respectively. The mean score of government sample is slightly greater than private sample, the variation in both these groups is found to be statistically insignificant. It is therefore concluded that the variation in the government and private students do not differ in their social networking usage. The result of the study contradicts with the findings of Mingle (2016). This is represented graphically as in fig 4:

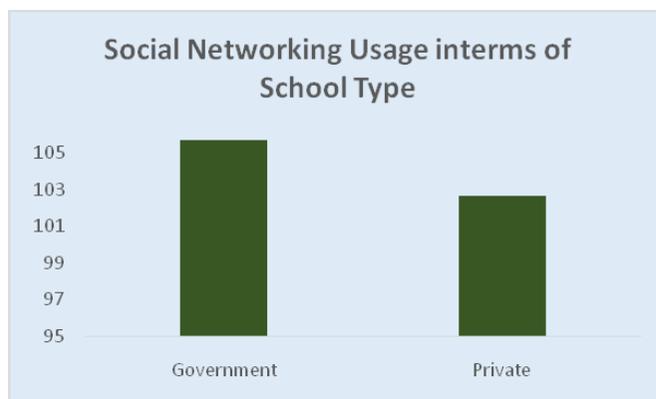


Fig 4: Graphical Presentation of Mean difference between government and private school students in social networking usage

The table also depicts the interaction effect F value ($F=.461$, $p>0.05$) among demographic variables (gender, place of living and type of school) with the social networking usage is insignificant. Therefore, it can be concluded that demographic variables are found to be statistically insignificant with each other in the social networking usage. The F value indicates that there is no interaction effect when all these variables are taken together. Thus the null hypothesis framed “*there is no difference in the social networking usage of secondary school students in terms of gender, place of living and type of schools*” stands partially rejected.

Conclusion

The present study concludes that the majority of secondary school students uses social networking sites at a moderate level. The study also concludes that female secondary school students uses more social networking as compared to their counterpart male students. The result also shows that there is no significant difference in the social networking usage in terms of place of living and type of schools. The second order interaction (gender x place of living x type of schools) indicates that there is no interactional effect when all the three demographic variables are taken together.

Discussion

Social Networking sites are transforming our society in different ways. The usage on these sites in one way or other affects the studies of the students. The study reveals that the majority of students share moderate social networking usage pattern. It may be because the study has been conducted on a single district, the

result may vary in case other districts are included. Certain demographic variables like gender, pace of living and type of schools has been taken into consideration by the researcher in the present study. The interactional effect of all the three demographic variable on the social networking usage was also taken into consideration. The findings of the study reveals that female secondary school students have higher social networking usage level than male students. Pew Research Center reveals that photo sharing sites like Pinterest, Facebook and Instagram attracts more female users. The other reasons maybe female are more likely have expressions related to friends, family and maintain contacts. The study also shows that there is insignificant difference in the usage of social networking by rural and urban as well as among government and private secondary school students. There has been a visible increase in the use of smart phones and low data prices have tend to increase the usage of social networking by all the communities especially among the students.

Recommendation

- There should be regular counselling by the schools and administrators for training both teachers and students on how to use social networking for academic purpose.
- Encouraging teachers and students to use correct spelling and grammar even while using social networking to stop the negative trend of using abbreviations.
- Strict regulations should be enforced both at schools and homes in the usage of electronic gadget to reduce the social networking addiction.

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