

AWARENESS ABOUT SOCIAL MEDIA USAGE ETIQUETTE AMONG SECONDARY SCHOOL STUDENTS

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Abstract

Introduction: Social networking sites has great impact on the Indian youth and the students has to face lot of challenges while using these sites. The objectives of the study are as follows: To find out the awareness about social media usage etiquette of secondary school students. To differentiate the awareness about social media usage etiquette of secondary school students with respect to their gender.

Method: Descriptive survey method is used in this present study. Selected population for this study is these secondary school students of Hyderabad, India. Purposive sampling technique is used to select the sample for this research. The sample for this research is 150 secondary school students of Hyderabad including both girls and boys, of Telangana State. A closed ended questionnaire consisting of 40 items was prepared as a tool for this study. The validity and the reliability of the tool is also done.

Result and Discussion: The analysis of data had shown with mean awareness of Social media usage etiquette for girl's students is 60.23, and mean awareness of social media usage etiquette for boys students is 71.01. Furthermore, it was revealed that there is significant differences among boys and girls. The mean of awareness about social media usage etiquette for girl's students is 60.23 and SD for the same is 17.17, for boy's students mean awareness about social media usage etiquette is 71.01 and SD is 21.7 and the calculated t-value 4.77 is significant at 0.01 level. For analysing the data Mean, standard deviation and t-test were computed and the significance level was fixed at 0.05 level.

Conclusion: It was concluded that there is significant difference in mean awareness of Social Media usage etiquette for girl's students and boys students and it is revealed that boy's students' are more aware about the social media usage etiquette than the girl's students'.

Key words: Social, Students, Awareness, Media

INTRODUCTION

Social media or social networking sites had greatly influenced the Indian youth and the students have to face lot of challenges while using these sites. The important challenge is managing of online privacy in ethical manner. The students must know how much personal information is reasonable to share online and how do online spaces facilitate and undermine ethical thinking about privacy. What are the steps the students should take to protect their own and other identities? Everyone must follow certain measures of privacy. Therefore, we should focus on the ethical use of these social networking sites, so that it serves our society and students in a right way. Moreover, the youth can play an important role because social networking sites is a boon and curse both for the Indian society. In one hand, it provides a

way to connect, our dear ones on the other side it gives a platform that become danger for Indian heritage and culture. Therefore, it is very crucial that children's must be aware about the social media usage etiquette.

Social media etiquette is the set of rules or customs that are acceptable in a society or social groups. Social media are the computer mediated technologies that facilitates the creation and sharing of information, knowledge, ideas and communication tool to connect to each other. Over half of the worldwide adults are found of using social media platform regardless of the distance. Social media is making a world a global village.

Social media has influenced our lifestyle and changed our ways of life and it had changed our culture. India is one of the most active country in social media usage. The people are connected at minimum costs and information is available on the tips of the fingers. Platforms like Facebook, Whats-app, and Skype etc. have caught much attention of young students and young people and it has become the necessity for life.

In such a situation where there is no alternative to social media usage, our students and adolescents must be aware of the etiquette of social media usage and our teachers and parents should guide them properly about social media usage to avoid any further complications and misuse.

“Students used social media more for social information than for academic purposes. Social interaction is enhanced by social media use among students. Thus, productive use of social media is recommended while minimizing its negative impact” (Akakandelwa. A, & et al., 2018).

RESEARCH REVIEW

In an earlier research study it was reveals in the findings that “admittance to and use of social media was limited, more so for junior than for senior secondary students. The young people used the media primarily for social and information-seeking purposes, and less for entertainment. Key benefits of social media use related to developing new skills, gaining access to information, and extending social contacts, while major dangers were apparent to be addiction, cyber bullying, and loss of study time. Students had positive attitudes toward

reading, compared to social media; they were concerned that social media use could have negative effects on reading but suggested possible positive outcomes". The investigators recommends that "educators and librarians take advantage of Nigerian young people's seriousness of purpose and interest in both the informational and the social use of the media, to utilise the media for broad educational purposes" (Virginia W. Dike. 2013). In an earlier study, reveals that "the most commonly used social media platform was Whats-app, most of the sampled students reported actively engaging in this social media application between 31 to 60 minutes on a daily basis. Interestingly, this study has find that more than fifty-percent of the student's found themselves saying (just a few more minutes), when using social media, checked their social media sites before doing something else, felt their academic productivity suffered because of social media, failed to cut down on time spent on social media, received negative comments from others about their use of social media and felt stressed out due to social media use. Furthermore, 22.4% of the students felt addicted to social media" (Akakandelwa. A, & et al., 2018). Earlier it has been estimated that "ninety-four percent of adults globally own a social media site account and have visited or used one within the last month" (Chaffey, 2016). "Moreover, social media well-defined as web based tools that allow users to interact with each other in some way by sharing information, opinions, knowledge and interests online" (Ford & et al., 2017). In earlier investigation, revealed that "social media users create share and exchange information and ideas in virtual communities and they are able to network with other members who share similar common interest, dreams and goals" (Sharma & et al., 2016). "Students confronted experiments arising from their frequent use of social media, which included the need to attend to messages immediately, the exposure to false or unregulated information or media contents, mobile connectivity and addictive behaviors, which disturbed their studies" (Ahad& et al., 2014). Earlier study with regard to the environmental awareness revealed that "there was no significant difference between the male and female students of general castes other backward classes and scheduled castes regarding their level of environmental awareness" (Sandhya Singh, 2011).

Research Gap:

After going through various studies with regard to awareness about social media usage of secondary school students in India, it is found that most of the studies are with regard to finding the awareness of social media usage of secondary school students and no study was found to know the differences in the awareness of social media usage etiquette of secondary school students with respect to gender that is boys and girls.

RATIONALE OF THE STUDY:

In this present era it is very important that all the adolescent students must be aware about the ethics and norms for using social media safely. The purpose of this paper is to establish that awareness about social media usage etiquette plays an important role in every body's life and is very significant in today world of technology for the students in particular. Awareness about social media usage plays a very important role in social adjustments and in maintaining the healthy social relations of individuals. The role of teachers in displaying awareness about social media usage skills while teaching and managing online classroom situations becomes important. Discussions in homes where every day interactions occurs makes a lot of difference. A healthy discussions and interaction positively affects the behavior of the students. The curriculum framers can include awareness about social media usage in the curriculum of education programme, so that the upcoming students can be aware of it and can make use of social media effectively.

OBJECTIVES OF THE STUDY:

The objectives of the study are as follows:

1. To find out the awareness about social media usage etiquette of secondary school students.
2. To differentiate the awareness about social media usage etiquette of secondary school students with respect to their gender.

HYPOTHESIS:

There exists no significant difference in the awareness about social media usage etiquette of secondary school students with respect to their gender.

METHODOLOGY AND SAMPLE:

Descriptive survey method is used in the present study. Population for this study is the secondary school students of Hyderabad. Purposive sampling technique is used to select the sample for this research. The sample for this research is 150 secondary school students of Hyderabad including both girls and boys, of Telangana State. A closed ended questionnaire consisting of 40 items was prepared as a tool for this study. The validity and the reliability of the tool was administered.

LIMITATIONS OF THE STUDY:

The study is limited to the Secondary School Students of Hyderabad, Telangana state of India.

ANALYSIS AND INTERPRETATION:

Objective-1: To find the awareness about social media usage etiquette among the secondary level students with respect to their gender that is girls and boys.

Table – 1: Table showing the awareness about social media usage of secondary level students with respect to their gender that is girls and boys students.

Class	N	Mean
Girls	150	60.23
Boys	150	71.01

From Table-1, it can be observed that the mean awareness of Social media usage etiquette for girls students is 60.23, mean awareness of social media usage etiquette for boys students is 71.01.

Hence, there is a significant difference in mean awareness of Social Media usage etiquette for girl's students and boys students. Further, the Mean of Social Media usage etiquette awareness of boy's students is more than that of girl's students' awareness of social media usage etiquette.

Hence, it can be concluded that boy's students' are more aware about the social media usage etiquette than the girl's students'.

Objective-2: To examine the differences in awareness about social media usage etiquette among secondary level students with reference to their gender that is boys and girls.

Table-2: Table showing the difference in awareness about social media usage etiquette between girls and boys students.

Class	N	Mean	Std. Dev.	t- value	Level of significance
Girls	150	60.23	17.17	4.77	0.01
Boys	150	71.01	21.7		

From Table-2, it was observed that the mean of awareness about social media usage etiquette for girl's students is 60.23 and SD for the same is 17.17, for boy's students mean awareness about social media usage etiquette is 71.01 and SD is 21.7 and the calculated t-value 4.77 is significant at 0.01 level.

Hence, there is a significant difference in awareness about social media usage etiquette of girl's students and awareness about social media usage etiquette of boy's students. Further, the mean awareness about social media usage etiquette of boy's students is more than that of girl's students' awareness about social media usage etiquette.

Hence, it can be concluded that boys IX students' awareness about social media usage etiquette is better than the girl's students' awareness about social media usage etiquette.

CONCLUSION

It was concluded that there is significant difference in mean awareness of Social Media usage etiquette for girl's students and boys students and it is revealed that boy's students' are more aware about the social media usage etiquette than the girl's students'.

Acknowledgement

The Author thanks the authorities of Education & Training Department, Maulana Azad National Urdu University, Hyderabad, India and the subjects for the help in completion of this study.

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