



# SOCIAL MEDIA A MEANS FOR AN APT COMMUNICATION TO SOCIETY

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## *Abstract*

We are living in the click of the world. Social media gives us every news in a finger tip. Therefore, the world has become a 'global village'. Social media is an umbrella term which affects all the domain of human learning more especially in our psycho-motor aspect of life. It is one of the key sources for the development of human civilisation. This paper is a mere attempt to present a glimpse of the social media a means for apt communication to society. The major objective of this study was awareness of social media a means for apt communication to higher secondary school students on the basis of gender, habitation, type of school, medium of instruction and residential and non-residential. The population consists of higher secondary school students in Simdega, Jharkhand and the sample consisted of 200 higher secondary school students. The investigator adapted the survey method. Self constructed and validated tool on awareness of social media was administered to establish the validity and reliability of the tool. Mean, standard deviation and t-test was used to analyse the data to infer findings. The findings of the study reveal that there is a significance difference between the mean scores of social media of higher secondary school students.

**Keywords:** Social Media, Communication and Higher Secondary School.

## INTRODUCTION

Blessed James Alberion (n.d.) the founder of the Society of St Paul said "We need to read the signs of the times". We live in the world where there are lots of possibilities. At present students are in a digital era of learning and they can acquire a wide range of information from various sources like: televisions, mobile phones, computers, internet, video games, books, newspapers and journals. They come in contact with worldwide friends by using different Apps in the field of communication. By the help of computers students can do controlled integration of text, graphics, drawings, animated videos, audio and video editing. Information can be stored in different devices, conveyed to others or it can be administered digitally. We live in a world of paradox because families are becoming smaller and smaller. On the one hand, science and technology are advancing leaps and bounds day by

day. Today's generation is helpless and restless in the absent of media. It has become the need of the hour. It is sad to hear due to the influence of media most of the societies are facing problems with chemical and substance abuse. People are affected day by day with mental illness, stress, and become victims of the cyber crimes. There is a difference between getting training and education. When a child receives education he or she learns the fundamental rules and regulations to live in the society and on the other hand a child may be well trained but may not be well educated. Let the advanced technology be the source of getting information. If people are allowed to share their feelings and emotions, transformation will take place. They will experience peace and tranquillity in their soul and mind. Thus the researcher observes that the students are faced with intellectual, physical, psychological and spiritual problems due to the awareness of social media.

## **SIGNIFICANCE OF THE STUDY**

Social media is considered as the king and human must be knowledgeable to control the king. Now - a - day's progressive society wants an individual to be perfect and good citizen, which comes only through the awareness of social media. Social media is the powerful force in bringing about desired changes in human life. It enables the student as well as teacher to understand his or her strength and weakness. Therefore it is essential to educate students and teachers regarding the usage of social media to upgrade in their career for personal and professional development. Hence it is necessary to know the social media a means for apt communication to society.

## **STATEMENT OF THE PROBLEM**

Without media today's generation is helpless and restless. The Social Media has become the need of the time. Therefore, it is the need of the hour in the field of education to pay attention to this important aspect. So the investigator wants to explore on "Social Media a Means for an Apt Communication to Society".

## **IV. OPERATIONAL DEFFINITIONS**

**SOCIAL MEDIA** - An array of internet – based platforms to promote or enhance the sharing of information.

**COMMUNICATION** - Communication is the process of transmitting information and common understanding from one person to another.

**HIGHER SECONDARY** - education at +2 and college level.

## **OBJECTIVES OF THE STUDY**

To find the significance difference between the mean scores of social media on the basis of gender.

To find the significance difference between the mean scores of social media on the basis of habitation.

To find the significance difference between the mean scores of social media on the basis of type to schools.

To find the significance difference between the mean scores of social media on the basis of medium of instruction.

To find the significance difference between the mean scores of social media on the basis of residential and non-residential school.

**VI. TOOL USED** - Social Media Measurement Scale (S. M. M. S.) Self constructed and validated tool.

**II. METHOD USED** - The investigator adapted survey method for the present study.

**III. POPULATION FOR THE STUDY** - For the present study Higher Secondary School from Simdega district in Jharkhand state.

**IV. SAMPLE** - There were 200 higher secondary school students of Simdega district in Jharkhand state.

### **STATISTICAL TECHNIQUES USED**

- i. Mean
- ii. Standard deviation
- iii. T – test

### **DELIMITATIONS OF THE STUDY**

The researcher has taken 200 samples from the state of Jharkhand.

The researcher has taken higher secondary school tribal students of Simdega district for the study.

The survey method is used in the research.

### **XII. NULL HYPOTHESIS**

1. There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to gender.
2. There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to habitation.
3. There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to type of school.
4. There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to medium of school.
5. There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to residential and non-residential school.

#### **XII 1. Null Hypothesis – 1**

There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to gender.

**Table - 1**

Gender Wise Awareness of Social Media of Higher Secondary School Students

Gender	N	Mean	Std.	t - value	Remarks
Male	120	183.04	31.892	-3.166	NS
Female	80	195.40	17.358		

(At 5%, level of Significant the table value of it is 1.96)

It is inferred from the table -1 that t - value is -3.166 which is less than the table value 1.96 at 5% level of significance. Therefore, the null hypothesis is accepted. It means that there is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to gender.

## 2. Null Hypothesis – 2

There is no significant difference between the mean scores of Higher Secondary School Students In their Social Media with respect to habitation.

**Table - 2**

Habitation Wise Awareness of Social Media of Higher Secondary School Students

Area of school	N	Mean	Std.	t - value	Remarks
Government	97	248.95	16.970	.328	NS
Private	103	248.13	18.418		

(At 5%, level of Significant the table value of it is 1.96)

It is inferred from the table - 2 that t - value is .328 which is less than the table value 1.96 at 5% level of significance. Therefore, the null hypothesis is accepted. It means that there is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to habitation.

## 3. Null Hypothesis – 3

There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to type of school.

**Table - 3**

Type of School Wise Awareness of Social Media of Higher Secondary School Students

Area of school	N	Mean	Std	t - value	Remarks
Government	100	213.75	68.826	-2.420	NS
Private	100	234.24	49.341		



(At 5%, level of Significant the table value of it is 1.96)

It is inferred from the table - 3 that  $t$  - value is -2.420 which is less than the table value 1.96 at 5% level of significance. Therefore, the null hypothesis is accepted. It means that there is no significant difference between the mean scores of Higher Secondary School Students on the basis of type of school.

#### I. 4. Null Hypothesis – 4

There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to medium of school.

**Table - 4**

Medium wise Awareness of Social Media of Higher Secondary School Students

Medium	N	Mean	Std.	t - value	Remarks
Hindi	100	191.49	17.345	1.282	S
English	100	186.59	34.042		

(At 5%, level of Significant the table value of it is 1.96)

It is inferred from the table - 4 that  $t$  - value is 1.282 which is more than the table value 1.96 at 5% level of significance. Therefore, the null hypothesis is rejected. It means that there is a significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to medium of school.

#### I. 5. Null Hypothesis – 5

There is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to residential and non-residential school.

**Table - 5**

Residential and Non-Residential School Wise Social Media of Higher Secondary School Students

Board of School	N	Mean	Std.	t - value	Remarks
Residential	49	248.95	16.616	.526	NS
Non-residential	151	247.37	20.806		

(At 5%, level of Significant the table value of it is 1.96)

It is inferred from the table - 5 that  $t$  - value is .526 which is less than the table value 1.96 at 5% level of significance. Therefore, the null hypothesis is accepted. It means that there is no significant difference between the mean scores of Higher Secondary School Students in their Social Media with respect to residential and non-residential school.

### XIII. CONCLUSION

It is to be inferred from the above table that there is no significance difference between the mean scores in the awareness of social media on Higher Secondary School Students in Jharkhand on the basis of gender, habitation, type of school and residential and non – residential school. Whereas there is a significant difference between the mean scores in the awareness of social media on Higher Secondary School Students in Jharkhand on the basis of medium of instruction.

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