Level Of Facebook Usage Among The Higher Secondary School Students Of District Anantnag: A Study

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Abstract:

This research paper explores the level of Facebook usage among higher secondary school students of district Anantnag. The study which was descriptive in nature was conducted on 500 higher secondary school students belonging to different private and government higher secondary schools of district Anantnag. The students were sampled by using simple random technique (Lottery Method) whereas, higher secondary schools were purposively selected. Data were collected by using a standardized tool developed by Dr. Madhuri Hooda and Ms. Ankur Tyagi. The major findings of the study were that 223 students i.e., (44.6%) out of 500 were as such who were found of using Facebook at **Extremely High Usage Level.**

Key Words: Facebook Usage, Descriptive, Lottery, Purposive sampling

Introduction:

Facebook become the largestsocialnetwork of the world, with nearly three billion users as of 2021,and about half that number were using Facebook every day.Facebook is an online social networking service based in Menlo Park California U.S. Facebook wasfirst created in late 2003 by Harvard sophomore Mark Zuckerberg and some of his friends. It was originally called face mashand was shared among Harvard students. Itsprimary use was for a "hater notgame". The gamewastakendown by the University, and in February 2004 face mash become Facebook, a social site for Harvard students. In March 2004, Facebook came out for students at yale Columbia Stanford. From there, itgrew and became immensely popularon collegecampuses across the US.The site quickly gained investors and in 2005, it opened to high school students as well as to college ones.

By 2007, the use of Face book become so ubiquitous that the generic verb "Face booking" has come into existence to describe the process of browsing othersfile on updating one's own.

Facebook is free of charge, and the company earns most of its money from advertisements, on the website. New users can create profiles, upload photos,joinpreexisting group and start new groups. The site has

many components, including Timeline, a space on each user's profile page where users can post messages, status, which enable users to alert friends to their current location or situation, and new feed, which informs users to changes to their friends' profiles and status.

Why use Facebook

Have you ever wondered why people like using facebook, after all, there are already a lot of other ways to communicate online, like through email, instant messaging and so on. What makes Facebook unique is the ability to connect and share with the people you care about at the same thing.

For many, having a Facebook account is now an expected part of being online much like having you own email address. And because Facebook is so popular, other websites have worked to integrate Facebook, this means you can use a single Facebook account to sign in to different services across the web.

Facebook has 2.93 billion monthly active users. 37.7% of the world's population uses Facebook monthly.70 % of internet users are active on at least one meta platform. Facebook is the 7th most valuable brand in the world. Facebook became in the third most visited website in the world.

Literature review

There have been several research studies conducted on Facebook usage in India as well. Here are a few examples:

"Social Media Usage in India. Extent, pattern and Impact, a studypublished in the Global Media Journal ---India edition in 2018. FoundFacebook was the most widely used social media platform in India, with over 60 % of respondents using it.

"A study onthe use of Facebook among college students in India, a study published in the international journal of scientific research and Management in 2019, found that college students in India use Facebook primarily for socializing, entertainment, and information sharing.

"The impact of face book usage on Academic" performance among university students in India "a study published in the international journal of emerging technologies in learning in 2018, found that excessive use of Facebook can negatively impact academic performance among university students in India

"Facebook usage patterns among Indian Adolescents "a study published in the international journal of Indian psychology in 2016, found that Indian adolescents use Facebookto connect with friends and family, as well as to access news and entertainment content.

"Gender differences in Facebook usage among young Adults in India" a study published in the international journal of Applied Research in 2017, found that male and female young adults in India use face book for different purposes, with males using it more for socializing and entertainment, while females use it more for communication and information sharing, these studies provide insights into the patterns and impacts of Facebook usage among different demographics in India, and highlight the need for further research on this topic.

Rationale

The wide spread use of social media platforms has significantly impacted various aspect of individualslives, including Education. Facebook, as one of the leading social networking sites, has gained immense popularity among adolescents and young adults. This research paper aims to explore and understand the patterns and implications of Facebook usage among higher secondary school students in

Anantnag, the rationale for this very research paper lies in the need to assess the impact of Facebook usage on the academic, social and psychological being of students as well as to inform stake holders about potential benefits and challenges social media with its use. The rationale for conducting this research titled, "Level of Face book Usage Among the Higher Secondary School Students of District Anantnag: A Study" lies in the necessity to understand the impact of Facebook on academic performance, social interactions, psychological well being and digital literacy among students. The findings of this study can provide valuable insights to Educationists, parents, policy maker and mental health professionals enabling them to develop effective strategies and interventions to maximize the benefits of face book while mitigating potential risk, the aim is to promote responsible and healthy social media use among higher secondary school students in Anantnag and enhance their overall well-being.

STATEMENT OF THE PROBLEM:

The problem under study was worded as, "**Level ofFacebook Usage Among the HigherSecondary School Students of District Anantnag: A Study**"

OBJECTIVE:

To main objective of the study was to find out the level of Facebook usage among the Higher Secondary School Students of District Anantnag.

Delimitations of the study:

➢　　The study was conducted on 500 students only,

➢　　Study was conducted on 10 Higher Secondary Schools only.

Sample and Sampling Technique:

The current study was descriptive in nature. The sample of the study consisted of 500 students from 10 Higher Secondary Schools belonging to district Anantnag. Out of the 500 sampled students 320 were Male and 170 were Female. The students were sampled by using simple random sampling technique (Lottery Method) and the Higher Secondary Schools were sampled by using purposive sampling technique. Gender equality was maintained wherever possible. Respondents were selected from diverse socio-economic status.

Table 1.0 Depicts the brief sample of the study

Higher Secondary Schools Selected	Gender	
	Male	Female
1. GHSS Dialgam	32	15
2. GHSS Hakura	26	10
3. Hista HSS	32	21
4. DPS Anantnag	37	12
5. GHHS Ranibagh Anantnag	28	19
6. GHSS Boys Anantnag	38	18
7. GHSS Gohan Vailoo	33	16
8. GHSS Larkipora	35	20
9. Higher Secondary School Larnoo	34	19
10. Govt. Higher Secondary School Achabal	35	20
Total	330	170

Tools

For data collection Facebook Usage Scale developed by Dr. Madhuri Hooda and Ms. Ankur Tyagi 2021 was used.

Data Collection Procedure

Data were collected from 10 different Government and private higher secondary schools of district Anantnag. After taking the prior permission from the principals of the selected Higher Secondary Schools, the respondents selected for the current study were made aware about the objective of the research and were assured that their responses are being used for research purpose only and will be kept confidential.

Statistical Technique

The data were analyzed with help of Percentage.

Findings:

The major findings of the research were:

➢ 223 students i.e., (44.6%) out of 500 were as such who were found of using Facebook at **Extremely High Usage Level.**

➢ 95 students i.e., (19%) out of 500 were as such who were found of using Facebook at **High Level usage.**

➢ 65 students i.e., (13%) out of 500 were as such who were found of using Facebook at **Above Average Usage level.**

➢ 40 students i.e., (8%) out of 500 were as such who were found of using Facebook at **Average Usage level.**

➢ 32 students i.e., (6.4%) out of 500 were as such who were found of using Facebook at **Below**

➢ **Average Usage level.**

➢ 22 students i.e., (4.4%) out of 500 were as such who were found of using Facebook at **low Usage level.**

➢ 23 students i.e., (13%) out of 500 were as such who were found of using Facebook at **Extremely Low Usage level.**

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