# SOCIAL MEDIA Vs SOCIAL AWARENESS

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## ABSTRACT

### Purpose

The primary focus of the paper is to examine the impact of Social media on Social awareness of Secondary school students. It also seeks to examine the social media usage trends among secondary school students of various districts of Kashmir valley.

**Design/methodology/approach** – The paper used predominantly the quantitative approach and briefly outlines the relationship between use of social media in education on the social awareness of students using the data from a sample of 300 Higher secondary school students from 3 districts of kashmir valley. Data was collected using a self-designed questionnaire of social media and Nadeem Ijlal's social awareness scale.

**Findings-** The study results provided considerable support for the hypothesized relationships between positive beliefs and attitudes towards social media for exchanging of awareness about different social issues among the students. The results also indicated the secondary school students used social media mainly for updating and sharing their view points and opinions about the various social issues. The study results suggested that the academic institutions should promote both students and faculty to develop a positive attitude towards usage of social media as
Effective learning tool in order to affect the social awareness.

**Research limitations/implications-**Research implications of the findings outlined in this paper will encourage research to link various aspects of social media and its impact on the social awareness. Future studies may use a mixed method approach and use qualitative design for understanding the relationship in an in-depth manner.

**Practical implications** – By focusing on developing a positive attitude towards usage of social media in students institutions can help to sensitize the students about the various issues of a society. It is likely that this occurs because students develop holistic learning by sharing their knowledge over social media due to which their social awareness improves.

*key words:Social media, Social awareness, Secondary school studentss*

## I.INTRODUCTION

The internet is more than just a means of seeking information. People discovered that the internet could be used to connect with other people, whether for business or commercial purpose, making new friends, reawaken old friends and long lost relatives. The emergence of social networking

sites( SNSs) simply the whole process as majority of them are free to use, they are easier to use and navigate, because it does not require advanced knowledge and experience of the internet and are made up of a wide array

of different formats and topics, this means that just about anyone can connect. Currently, there are hundreds of SNSs that can draw millions of people, with diverse technological, affordance. Nearly all sites enable persons to avail pre-exciting connections and initiate friendships between strangers. With a rush in the number of people who use or have access to the internet, SNSs are a must for the internet community to stay in touch with each other. The majority of SNS users are youngster in higher education. They often use SNSs to stay in touch with their offline friends or strengthen existing connections rather than developing new affairs. That exposed a significant message that the SNSs could be a possible medium to gain more recognition of online learning than conventional e-learning platform if the elaborately designed activities can be closely integrated into the features of SNSs.

SNSs allow students to express themselves, communicate and collect profiles that highlight their talents and experiences. Researchers have quickly realized the need to incorporate this into the educational faculties as a resource to support the educational communications, between students and faculties, even though institutions of higher learning have tried preventing students from accessing technologies which is of less importance to their academic benefit.

 Nowadays social networking is becoming more and more powerful tool for the young generation for communication and sharing of information. People have started using the social networking sites for different purposes. The common reason behind use of the social networking is to stay in touch with friends, share each and every event with friends and that's too free of cost. In addition to be connected with friends, SNS also provide platform regarding the various social issues prevailing in the society.

## II.OBJECTIVES

To study the "Social awareness" of social media' 'Users (U) of Higher Secondary school students.

To study the "Social awareness" of social media' 'No-Users (NU) of Higher Secondary school students.

To compare the "Social awareness" of both social media' 'Users (U) and No-Users of Higher Secondary school students.

**Hypothesis**

There is a significant difference between 'Users' & 'No users' on various dimensions of "Social awareness"

## III.METHODOLOGY

**Operational Definition of Variable Adjustment:**

**Social awareness:**  Social awareness for the purposes of the present instrument has been operationally defined as under: "Social awareness refers to the factual knowledge about important aspects of Social systems and its allied problems. Social awareness of higher secondary school students for the purpose of present investigation referred to the scores obtained by the sample subjects on various dimensions viz; Knowledge, Attitude and Diagnosis measured by Nadeem- ijlal's social awareness scale.

**Sample :**

The present study was conducted on a sample of 300 secondary school students (Users & No-Users) selected randomly from districts Bandipora, Baramullah and Srinagar.

**TOOL**

Nadeem's Ijlal's Social awareness scale has been administered on the sample. This is a 64 item scale with a 5-point rating scale. It measures awareness with reference to five important aspects of the *social system* viz. *Economy*, *Education*, *Family*, *Polity* and *Religion*. It also measures awareness with regard to 13 major **Social problems** present in the contemporary Indian Society. These include '*bonded labour'*, '*casteism'*, '*child labour'*, '*child marriage'*, '*corruption'*, '*communalism*, '*dowry system'*, '*drug addiction'*, '*population explosion*, '*youth problem'* and '*women's problem'*.

The social awareness scale is comprised of 50 positive and 14 negative items. The distribution of items regarding to knowledge, diagnosis and attitude components is as under:

|               | Position | Negative | Total |
|---------------|----------|----------|-------|
| **Knowledge (K)** | 15 | 05 | 20 |
| **Diagnosis (D)** | 18 | 04 | 22 |
| **Attitude (A)** | 17 | 05 | 22 |
| **Total** | 50 | 14 | 64 |
|               |          |          |       |

**Statistical analysis and interpretation**

The raw data   was subjected to mean, S.D. and t-test for statistical treatment. The following table shows the statistical analysis of the data.

**Table 1.0: Showing the levels of Social Awareness of Higher secondary school students of both Users & Non-users of social media (N=300)**

| Levels | N | %age |
|--------|---|------|
| Low | 2 | 0.7 |
| Average | 104 | 34.7 |
| High | 194 | 64.7 |
| Total | 300 | 100.0 |

The above table depicts the levels of Social Awareness of Users and Non users of social media. The study reveals that, 0.7% possess Low Social Awareness, 34.7% possess Average social awareness while as 64.7% possess High social awareness.
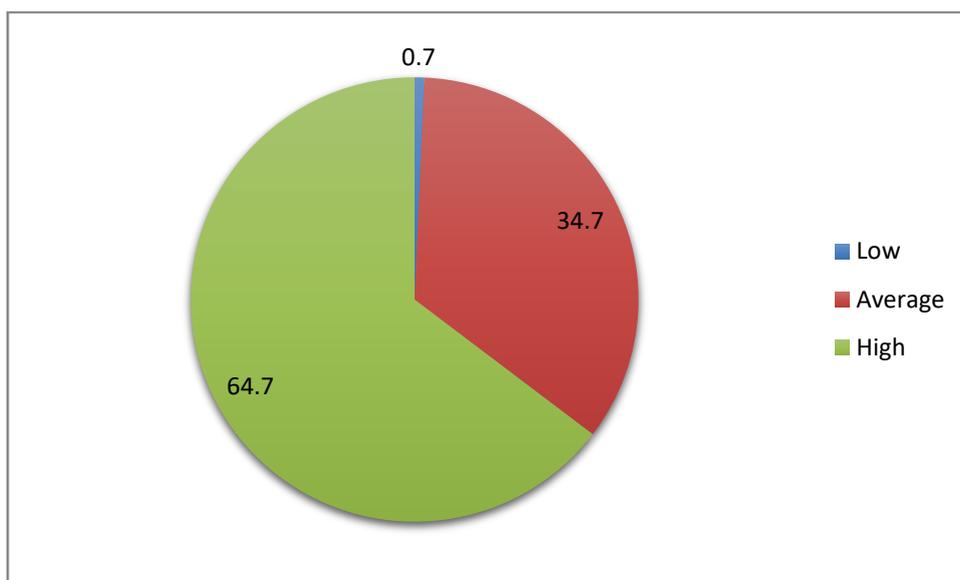
**Fig. 1.0: Showing the levels of Social Awareness of Higher secondary school students of both Users & Non-users (N=300)**

**Table 1.1: Showing the levels of Social Awareness of Social media users and Non-users of Higher secondary school students (N=300)**

| Levels | Users | | Non-Users | |
|--------|-------|------|-----------|------|
|        | N     | %age | N         | %age |
| Low    | 2     | 1.0  | 0         | 0.0  |
| Average| 62    | 30.7 | 42        | 42.9 |
| High   | 138   | 68.3 | 56        | 57.1 |
| Total  | 202   | 100.0| 98        | 100.0|

The perusal of the above table depicts the levels of Social awareness of Users and Non-users of Social media. The table reveals that 1.0% social media Users of Higher secondary school students in all the three districts possess Low Social Awareness.

The table also reveals that 30.7% social media Users and 42.9 % Non-users of higher secondary school students in all the three districts possess average Social Awareness.

Whereas 68.3% social media Users and 57.1% Non-users of higher secondary school students in all the three districts possess High Social Awareness.
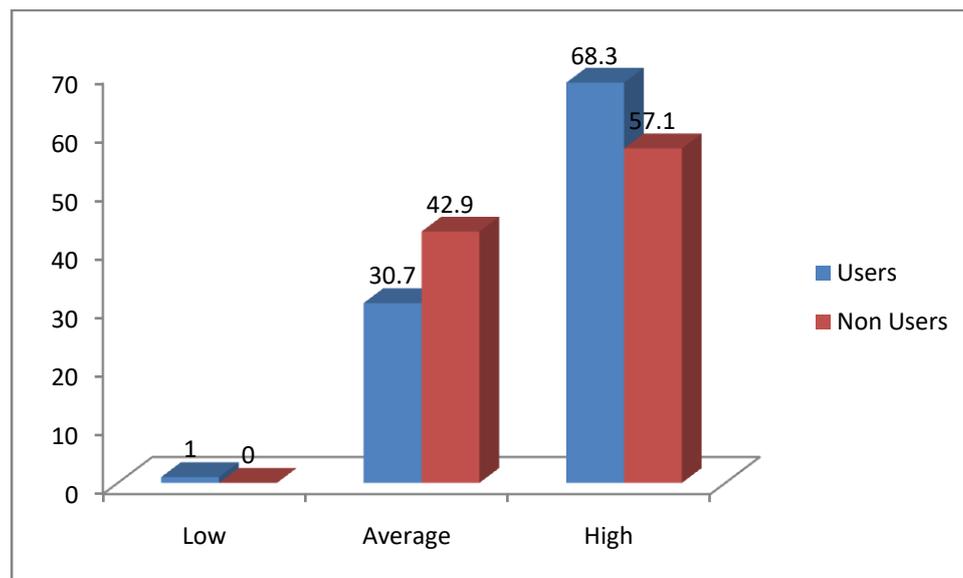
**Fig. 1.1: Showing the levels of Social Awareness of Social media users and Non-users of Higher secondary school students (N=300)**

**Table 1.2: Showing the Mean Comparison between Social media Users and Non-Users on Social Awareness of higher secondary school students.**

|  | Group | N | Mean | S.D. | t-value | Level of Sig. |
|---|---|---|---|---|---|---|
| Knowledge | Users | 202 | 75.63 | 7.877 | 4.59 | Sig. at 0.01 level |
|  | Non Users | 98 | 71.04 | 8.552 |  |  |
| Diagnosis | Users | 202 | 84.09 | 7.415 | 2.15 | Sig. at 0.05 level |
|  | Non Users | 98 | 82.16 | 6.986 |  |  |
| Attitude | Users | 202 | 87.00 | 8.880 | 0.87 | NS |
|  | Non Users | 98 | 87.94 | 8.515 |  |  |
| **Overall Social Awareness** | **Users** | **202** | **246.71** | **18.900** | **2.51** | **Sig. at 0.05 level** |
|  | **Non Users** | **98** | **241.14** | **17.505** |  |  |

A perusal of the above table depicts mean comparison between the Users and Non- users of social media on Social awareness. The table reveals that there is a significant difference between Users and Non-users on Knowledge and Diagnosis dimensions of Social awareness where as there is no significant difference between Users and Non-users on Attitude dimension of Social awareness.

**Table 1.3: Showing the Mean Comparison between Social media Users and Non-Users on Social Systems and social evils of higher secondary school students.**

|  |  | N | Mean | Std. Deviation | **t-value** | **Level of Sig.** |
|---|---|---|---|---|---|---|
| Social Systems | User | 202 | 107.87 | 8.314 | 2.99 | Sig. at 0.01 level |
|  | Non user | 98 | 105.04 | 7.363 |  |  |
| Social Evils | User | 202 | 138.84 | 14.197 | 1.61 | Insignificant |
|  | Non user | 98 | 136.10 | 13.662 |  |  |

A perusal of the above table depicts mean comparison between the Users and Non- users of social media on Social systems and social evils of higher secondary school students. The table reveals that there is a significant difference between Users and Non-users on social systems where as there is no significant difference between Users and Non-users of social media on social evils of higher secondary school students.

On Social awareness of Secondary school students of Bandipora, Baramulla and Srinagar district, the result depicts levels of Social Awareness and result reveals that, in overall social awareness 0.7% possess Low Social Awareness, 34.7% possess Average social awareness while as 64.7% possess High social awareness.

 1.0% social media Users of Higher secondary school students in all the three districts possess Low Social Awareness.

The table reveals that 42.9% social media Users and 30.7% No-users of higher secondary school students in all the three districts possess average Social Awareness whereas 68.3% social media Users and 57.1% No-users of higher secondary school students in all the three districts possess High Social Awareness.

On comparison of users and non-users of SNS ofhigher secondary school students of Bandipora , Baramullah and Srinagar district. The study reveals that there is a significant difference between Users and Non-users of SNS on Knowledge and Diagnosis dimensions of Social awareness of secondary school students whereas the study shows no significant difference between Users and Non-users on Attitude dimension of Social awareness ofhigher secondary school students of Bandipora , Baramullah and Srinagar district.

## IV.DISCUSSION

Summing up the above discussion on impact of Social media sites on Social awareness of secondary school students, the present study reveals that there is a positive correlation between SNS and Social awareness of secondary school students as they are getting awarenesss about the various social issues and social systems. The results are in line with the findings of different studies carried out by Nisakhyrun(2014), Dr. kusahu Mahindra(2013), Yunus Ender(2013), Qui lin, Lin Han ,etal(2013), Jain  M.R, etal(2012) have revealed that there is a positive correlation between SNS and social awareness of secondary school students.

### V.CONCLUSION

1. There is a significant difference between Users and Non-users on Knowledge and Diagnosis dimensions of Social awareness.

2. There is no significant difference between Users and Non-users on Attitude dimension of Social awareness.

3. There is a significant difference between Users and Non-users on Social systems.

4. There is no significant difference between Users and Non-users of social media on Social evils of higher secondary school students.

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