

## ATTITUDE TOWARDS SOCIAL MEDIA IN RELATION THEIR EDUCATION PERFORMANCE: A STUDY ON UNDER GRADUATE LEVEL STUDENT

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### **Abstract:**

In the last few years, social media has spread all over the world and it continues to play an important role in our lives. In our daily life we use different social media, such as Facebook, WhatsApp, YouTube, hike, Instagram, etc. All over the world, this social media is used for various purposes, such as exchanging information, collecting information, communicating, entertaining, etc. Students are not lagging behind in using this social media, according to the survey about 90% of students in India use social media daily for various purposes. Students have chosen social media as a way of studying. Where they are able to gain knowledge on different subjects through the using of different apps. Using various apps, sitting at home, group discussions, exchanging information is being able to improve their educational quality. This present paper tries to highlight the attitude of students about social media and its relationship with their academic performance.

**Keywords:** *Social Media, under graduate students, Academic performance, Students Attitude.*

### **Introduction:**

People are social beings. In the past, people lived in jungles and caves. Gradually, people have evolved from wildlife to the present social conditions. And people have become social beings. If this is seen as the reason for the improvement, it will be seen that communication, technology, and science has played a major role in the current development of the people. Our communication system has improved due to the advancement of science and the only reason for that is the Internet. With the improvement of the Internet, we have been able to bring all the information of the country and abroad into our own hands. Through this internet; we can easily exchange information from one end of the country to the other by using different media. These media are called social media. This media is not limited to just exchanging information, people have incorporated these social media into different areas of life for their own needs, such as political fields, social fields, health fields, social entertainment, education fields and more. This is not behind young people in using social media. The study found that more than 90% of students visit various social media sites every

day, Such as face book, whatsapp, twitter, hike, YouTube and more. Not only did the student groups restrict these media as their entertainment or communication medium, but they also transformed these social media into their educational fields. Through various social media sites, students get the opportunity to read different journals, magazines, books on different topics. Through YouTube's interactive video, students have the opportunity to learn through hands-on work on different topics. Not only this, students can exchange their views and gain enough knowledge about different topics through face book pages, whatsapp educational discussion groups etc. Through the use of these social media channels, as students are gaining their useful knowledge on the other hand, they are making themselves socially relevant.

### **Definition of Social Media:**

Forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages and other content. Run Jones Define that “basically Social Media is a type of online media where people engage themselves to speak and share thoughts and information”.

### **Need and Significance of the Study:**

With the improvement of science, technology, communication, internet, social network sites, etc., our quality of life has changed a lot. The impact of social media is widely seen in our education. Prior to Purulia district various activities have been done on ICT, e-learning, mobile learning etc. But there is still little work to be done about the impact of social media on graduate students. Through this paper I have done this research on undergraduate level students in Parulia district. Where I am trying to understand their attitude towards social media and how they make relate their education with social media. Also the study will be helpful for other researcher in the field of Social Media.

### **Review of Related Literature:**

(**Raymond Owusu Boateng & Afua Amankwaa, 2016**) Their study focuses on the impact of social media on the academic life of students in higher education, and found that students of high school use social media extensively. Every student uses at least one social media, and social media plays an important role in their academic progress. (**Divya Goel & Dr. Mitushi Singh, 2016**) The primary purpose of this study was to explore students 'attitudes towards social media use in education and examine the relationship between students' beliefs and attitudes about social media use and their academic performance in education. And as a result, social media is being used as an educational tool. Students have shown a favourable attitude of using social media to provide supplemental information regarding their curriculum. (**Samsujjaman & Tarini Halder, 2019**) One of the main aims of this study was to identify differences in students' attitudes towards social media related to different education streams - science, social science, and literature. It was found that students of social science and literature, students of science towards social media are more positive than students of social science and literature stream. The attitude of male

students on social media is more positive than that of female students. Based on the above research it can be said that urban students' attitude towards social media is more positive than rural students.

### **Statement of the Problem:**

The other have tried to find out the level of attitude towards using of social media with relate their education at under graduate level students in the district of Purulia through the present study. Hence, the other has selected the Title of this study as the research problem in the following manner-“**Attitude towards Social Media in Relation Their Education Performance: A Study on Under Graduate Level Student**”

### **Delimitations of the Study:**

1. The study was delimited to only Purulia district of West Bengal.
2. The study was delimited to the under graduate students in Purulia district.
3. The study was delimited to the Arts group students only.

### **Objectives of the Study:**

The study was conducted to find out the following objectives.

1. To find out the attitude of students towards Social Media.
2. To compare the attitude of male & female students towards Social Media.
3. To compare the attitude of Urban & Rural students towards Social Media.
4. To know the purpose of Social Media use.

### **Hypotheses of the Study:**

A hypothesis is an assumption to be tested. The null hypotheses for the present study are as follows:

**Ho<sup>1</sup>:**There is no significant difference exists in attitude towards social media between male and female students.

**Ho<sup>2</sup>:**There is no significant difference exists in attitude towards social media between rural and urban students.

### **Population of the Study:**

All the students at Under Graduate Level in Purulia district of West Bengal are the population of this study.

### **Sample of the Study:**

There have selected only 120 students from 04 (four) selected General Degree Colleges which are situated in the district of Purulia as a sample for the present study.

### Sampling Technique:

The random sampling technique has been used in the selection of the sample. The sample profile is given in Table- 1.

**Table-1: Sample Profile**

|       | male | female | total |
|-------|------|--------|-------|
| urban | 30   | 30     | 60    |
| rural | 30   | 30     | 60    |
| total | 60   | 60     | 120   |

### Tool of the Study:

The investigator use self-made questioner to investigate the present study.

### Data Analysis and Discussion:

In this chapter the investigator analyzed and interpreted the data with the help of some statistical techniques like Mean, Standard deviation, Significance of difference between means (t-test).

### Results and Discussion:

Here the investigator is discussing the Null Hypothesis one with table- 2

**Ho<sup>1</sup>: There is no significant difference exists in attitude towards social media between male and female students.**

**Table-2: Showing mean and SD along with t- critical ratio**

| Students | N  | Mean   | S.D   | Mean Difference | df  | t-value | Result                    |
|----------|----|--------|-------|-----------------|-----|---------|---------------------------|
| Male     | 60 | 145.28 | 17.99 | 7.05            | 118 | 2.67    | Significant at 0.05 Level |
| Female   | 60 | 138.23 | 11.01 |                 |     |         |                           |

The mean attitude on Social Media scores for male students is 145.28 (S.D= 17.99) and for female students is 138.23 (S.D=11.01) respectively. From Table 2, it is observed that the calculated 't' value (2.67) is greater than the table value (2.58 at 0.01 level & 1.98 at 0.05 level).So, the result is significant and it indicates that there is significant difference exist between male and female students towards use of Social Media with respect to their education performance. Hence, the Ho<sup>1</sup> is rejected. And basis of their Mean Score, it can be said that Male students are more used the Social Media on their educational performance than the Female students

**Ho<sup>2</sup>: There is no significant difference exists in attitude towards social media between rural and urban students.**

**Table-3 Showing mean and SD along with t- critical ratio**

| Students | N  | Mean   | S.D   | Mean Difference | df  | t-value | Result                   |
|----------|----|--------|-------|-----------------|-----|---------|--------------------------|
| Urban    | 60 | 145.49 | 15.47 | 7.56            | 118 | 3.02    | Significantat 0.05 Level |
| Rural    | 60 | 137.93 | 14.33 |                 |     |         |                          |

The mean attitude on Social Media scores for Urban students is 145.49 (S.D= 15.47) and for Rural students is 137.93 (S.D=14.33) respectively. From Table 3, it is observed that the calculated 't' value (3.02) is greater than the table value (2.58 at 0.01 level & 1.98 at 0.05 level).So, the result is significant and it indicates that there is significant difference exist between Urban and Rural students towards use of Social Media with respect to their education performance. Hence, the Ho<sup>2</sup> is rejected. And basis of their Mean Score, it can be said that urban students are more used the Social Media on their educational performance than the rural students.

#### **Objective: 4, to know the purpose of Social Media use**

The data shows that about 88.33% students use social media for various purposes, And everyone use at least three social media sites.A handful of students use these three media as well as some additional social media like integral, telegram etc. Out of these 88.33% students, 61.32% students use this social site only for communication, watching movies, watching videos, listening to music, etc. And the remaining 38.67% of students use this social site for their educational purpose in addition to watching movies, listening to music and communicating. These 38.67% students are associated with various educational groups on Facebook or WhatsApp, where they exchange views on various educational topics. In addition, they use YouTube for many things they need.

#### **Findings of the Study:**

With its strength and weakness, this particular piece of research suggests some major findings which will be useful to Purulia since the findings are based on the sample drawn from Purulia. The findings could be useful to other district also. The major findings of the study are given below

- After exploring the attitude towards the Social Media, we find out that there is significant difference exist between male and female students of Purulia district towards use of Social Media with respect to their education performance.
- After exploring the attitude towards the Social Media, we find out that the details of the mean score of total students of Purulia district indicated the total male student's attitude was above average and male students are more used the Social Media on their educational performance than the Female students.

- After exploring the attitude towards the Social Media, we find out that there is significant difference exist between Urban and Rural students of Purulia district towards use of Social Media with respect to their education performance.
- After exploring the attitude towards the Social Media, we find out that the details of the mean score of total students of Purulia district indicated the total urban student's attitude was above average and urban students are more used the Social Media on their educational performance than the rural students.
- After exploring the data its shows that about 88.33% students use social media for various purposes, And everyone use at least three social media sites and few of students use these three media as well as some additional social media like integral, telegram etc.
- After exploring the data its shows that out of these 88.33% students, 61.32% students use this social media site only for communication, watching movies, watching videos, listening to music, etc. And the remaining 38.67% of students use this social media site for their educational purpose in addition to watching movies, listening to music and communicating.

### **Conclusion:**

The research paper was done on the under graduate students from purulia district. The main purpose of the study was to know the attitude about use of social media of under graduate students in their educational performance and how they use it. After analyzing the all data it seen that 88.33% students use the social media sites and out of 88.33% students, only 38.67% students use the social media sites for their educational purpose. The data also shows that there significant difference is available between male students, female students, urban students, and rural students.

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