

ATTITUDE OF B.ED STUDENTS TOWARDS USING SOCIAL MEDIA

U.KARTHIK
Ph.D., Research Scholar
Department of Education
Annamalai University
Tamilnadu, INDIA

Dr. R. SIVAKUMAR
Associate Professor
Department of Education
Annamalai University
Tamilnadu, INDIA
rsk_edutech@yahoo.co.in
ORCID: <https://orcid.org/0000-0003-4305-1628>

ABSTRACT

The need of social media in today's era is one of the most essential in education. Social media is a highly used teaching tool for the teachers. The use of social media is the highest force of the future education system. With the widespread use of social media, there is a growing interest in using the community among students, teachers and researchers. The availability of social media in education is a great importance to support the teaching and learning process. This study focuses on the use of social media attitude for educational purposes and the need for B.Ed., Students learning and teaching.

Keywords: Social Media, Social Media Attitude, B.Ed., Students.

INTRODUCTION

Social media allows the personal information to be easily exchanged with each other. This can create expressive thoughts, creativity, individuality, and so on. Social media use refers to the online space used by students to connect, share, communicate, or maintain for educational, entertainment, and socializing purposes. Social media is rapidly emerging as a huge communication medium, often using a wide range of technologies such as mobile devices and computers for a rich growth in applications. B.Ed., Students are adapting to share their daily activities and interacting with teachers, friends, family members, and talking about their interests. Social media like Facebook, Google +, Youtube, Twitter, and WhatsApp, have added a new social dimension in the last few years. Social media is a tool used to exchange information with people. Social media is mostly used by Students, Teachers, and educational institutions. The term social media is a computer-based technology that enables the creation of social media and the exchange of ideas and information. Social media is all about the convenience of the Internet, providing users with instant access to personalized information, documents, videos, photos, etc.

SOCIAL MEDIA IN EDUCATION

Social media sites like WhatsApp, Google+, Twitter, Facebook, and YouTube are there for students to communicate and exchange information easily. It is mostly used by many educational institutions and student-teachers. Educational institutions consider communicating information through the use of technology as a critical component of student success. Social media creates innovation in teaching learning process. Online communication carries information previously inaccessible for the people. Social media creates awareness of what is happening in all areas of education. Social media is especially useful for B.Ed., students to learn and teach.

SOCIAL MEDIA ATTITUDE

A social media approach is considered to be an activity that integrates the abilities of a particular group or individual, their own needs, learning and teaching interests, experiences, and a particular situation in a person's life. Such activities motivate students and teachers this is the difference in personality. Social media approaches illustrate their involvement in consulting policies for designing and implementing the social media system, such as guiding, advising, consulting, and applying. The use of social media is determined by the attitudes and expectations of the people. And it also considers their teaching beliefs and current practices of the teachers.

REVIEW OF RELATED STUDIES

Boobalal Krishnan N (2019), and et al. "Social media and Students attitude: A study of Accessibility, Addictiveness, Exposure and Communication among College students in Coimbatore, Tamil Nadu" Department of Media and Communication, Central University of Tamil Nadu, India. Information and Communication Technology has broadened the scope of communication, education and learning. ICT provides a virtual learning space and experience as it would enable technology mediated learning among teachers and students. Mobile phone and social media usage has become inevitable in today's life. The ubiquity of smartphones made easy access of multimedia teaching aids as it is user friendly and convenient (anytime, anywhere learning). Apart from classroom learning, social media provides a platform for innovative and collaborative learning experience. The aim of the present study is to measure and analyse Students' attitude towards social media. The demographic variables are age, gender and educational qualification. The dependent variables-exposure, are communication, addictiveness, and accessibility. A survey was conducted among 507 college students from Coimbatore and was chosen through a multistage stratified random sampling technique. Results state that there is no difference with respect to their age, gender, educational qualification towards exposure, communication, addictiveness, and accessibility concerning social media usage. This study is significant to the teachers, parents and students. The present study attempts to identify the students' usage level of social media, factors that are influencing the student's attitude towards social media. It will be relevant in assisting students to understand the diversified nature of social media. The primary focus of this research is to measure the influence of social media among college students in Coimbatore. The present study aims to identify and analyse the students' attitude towards social media among a cross section of the students in Coimbatore, Tamilnadu, India. Through multistage random sampling method, 507 college students were chosen for this study. The present study aims to identify and analyse the students' attitude towards social media among a cross 507 college students" were chosen for this study. Based on the critical analysis of previous research studies based on this field, objectives were developed, which provides reliable and valid measures of the variables chosen for this study.

Bobbi Kay Lewis (2010), Assistant Professor at Oklahoma State University, "Social Media and Strategic Communication: Attitudes and Perceptions among College Students." Social media have been adopted from its inception by public relations, advertising and marketing practitioners as tools for communicating with strategic publics. Wright and Hinson (2009) have established that public relations professionals perceive social media positively with respect to strategic communication. Given that social media are having an impact on professionals in the industry, the current study examined if social media are having a similar impact on college students in general and students studying in the area of public relations and advertising. The uses, attitudes and perceptions of social media among college students were explored through survey data. The research found that education affects students' understand and attitudes towards social media. It is important for educators and curriculum leaders to have an appreciation of students' knowledge base of social media and how they employ it in their construction of knowledge and reality. It is also valuable for professionals in the industry, who are hiring recent college graduates, to gain insight into how students perceive social media in their own lives and as strategic tools. Findings suggest that college students majoring advertising and public relations view social media more positively than other majors because they understand how it fits in to the industry in which they are being educated. These finding suggest that social media should be incorporated into strategic communications curriculum to better prepare students for the current media climate. As Wright and Hinson (2009) have established, it is important to understand industry professional attitudes and perceptions social media to better understand its impact on communications practice. Social media and its impact on strategic communications is a fairly recent phenomenon, so the empirical research on the topic is somewhat understand. Wright and Hinson survey instrument, used to measure the impact of social media on public relations among practitioners, was modified and employed with permission of the authors to measure

the perceptions of social media among undergraduate college students in this study. Driven by the following hypothesis, research questions and purpose, the uses, attitudes and perceptions of social media among college students were explored by analysing survey data.

Sivakumar R (2016), "Whatsapp in Education", Education Wing – DDE, Annamalai University, Tamilnadu, India. In this current scenario where everyone is busy in their Schedule, they often don't get time for their relatives, friends and family. But thanks to the technology that it helps to cut the distance between our relatives. Mobile phones have become a crucial part of our daily life nowadays. Everyone has a personal cell phone of their own. Mobile phones have been developing very fast since 1995. There are number of applications available in the market which people use according to their preference, WhatsApp application is one of them, an application which not only has function of chatting but also other very convenient functions. WhatsApp get famous worldwide with no age boundaries. The use of mobile learning activities in learning and teaching online course is an innovative educational technology in higher education. The Internet holds a vast array of information. The educational resources delivered on web pages are often very informative and useful for online students in nearly every topic of study. The Internet is useful in helping students both construct and share their knowledge. The use of Internet technology by online learning communities may provide mobile learning resources in synchronous or asynchronous modes.

Sreedevi P.S. (2020), "Attitude of Students towards Social Media Enabled Learning in the Digital Era" Gandhigram Rural Institute Deemed to be university, the modern world is basically technology-driven. Technological advancements can be seen in every aspect of the present era. The technological progress in the communication sector resulted in the advent of Social media. Social media is one of the trending technology through which people communicate with each other. This user-friendly technology helped people to build virtual networks and communities. In the present scenario, the onset of worldwide pandemic Corona virus disease (covid-19) changed the lifestyle of the world entirely. When people shifted from normal to new-normal lifestyle, Social media became their foremost priority. During this pandemic situation, Social media helped people to connect with each other thereby creating a virtual world. During lockdown days, the smooth functioning of every field including the education sector was made possible with the use of Social media. In this study, Social Media Enabled Learning module was developed and implemented on a group of students in order to analyse their attitude towards learning with the help of social media. The widely used Social media application namely Whatsapp has been used for the study since it is a universally accepted Social media platform and it is also user-oriented. The investigator administered the experimental method. The students in the experimental group were taught by Social Media Enabled Learning modules and the students in the control group by activity based approach of learning modules. The attitude of students towards Social Media Enabled Learning and also the variations of student's attitude with respect to locale are analysed in this study. The study was selected from two higher secondary schools, one from a rural area and other from an urban area of Kannur District in Kerala. Sample consisted of 120 students from each school. The sample of this study is thus 240 students. five point Likert Scale is constructed by the investigator to measure the Attitude of higher secondary school students towards Social Media Enabled Learning.

SIGNIFICANCE OF THE STUDY

Social media is very important because it allows them achieve the goals and development of B.Ed., students. If an educational institution uses social media, it will be easier for interact with student-teachers. Social media plays an important role in the future of every student. Teachers and students can make use of the social media for their learning and teaching benefits by interacting with their peers. Thus creating an effective learning and teaching environment for B.Ed., students. Social media promotes communication between students and teachers. As more time is spent with new technologies, students become more familiar with computers and other electronic devices. By focusing more on technology in education and business, it will help develop students 'skills. The investigator decided to find out the "ATTITUDE OF B.ED STUDENTS TOWARDS USING SOCIAL MEDIA".

OBJECTIVES OF THE STUDY

The objectives of the study is to determine following in order to assist to derive outcome of research problem.

1. To find out the level of social media attitude among B.Ed., students.
2. To find out the significance between male and female towards social media attitude.
3. To find out the significance between rural and urban towards social media attitude.
4. To find out the significance between arts and science towards social media attitude.

HYPOTHESES OF THE STUDY

1. The level of social media attitude among B.Ed., students is unfavourable.
2. There is no significance difference between male and female students towards social media attitude.
3. There is no significance difference between rural and urban students towards social media attitude.
4. There is no significance difference between arts and science students towards social media attitude.

METHODOLOGY

The goal of this study is to learn about the "ATTITUDE OF B.ED STUDENTS TOWARDS USING SOCIAL MEDIA". The investigator followed the "Survey method" of the present study. The questionnaire was developed and administered to the B.Ed., students.

SAMPLE of THE STUDY

The small proportion of the population selected for the observation and analysis is known as the sample. A simple Random sampling technique was adopted to select the sample for the present study. The investigator collected 750 B.Ed., Student-teachers in Cuddalore District.

TOOLS USED FOR THE STUDY

The following research tool has been administered in the study for the collection of data regarding the selected variables.

- Attitude towards social media scale developed by U.Karthik and Dr.R.Sivakumar for the present study (2022).

STATISTICAL TECHNIQUES USED FOR THE STUDY

The investigator used the following statistical techniques used for the study.

- Descriptive analysis (Mean, Standard Deviation)
- Different analysis ('t' test for Testing Hypotheses)

DESCRIPTIVE ANALYSIS OF THE ENTIRE SAMPLE

The mean and standard deviation of the entire sample for the attitude towards B.Ed., student-teachers.

Table 1. Mean and Standard Deviation of Student-Teachers Attitude towards Using Social Media

Variables	N	Mean	Standard Deviation
Social Media Attitude	750	132.17	19.22

From the Table-1 Mean and Standard Deviation of Student-Teachers Attitude towards Using Social Media is 132.17 and 19.22 . It shows that the student-teachers favourable attitude towards using social media.

Table 2. Mean and Standard Deviation Difference between Student-Teachers Social Media Attitude scores of Gender, Locality and Subject

Social Media Attitude		N	Mean	S.D.	t- value	Significant Level
Gender	Male	332	132.09	18.88	0.109	Not Significant
	Female	418	132.24	19.51		
Locality	Rural	385	132.58	19.31	0.605	Not Significant
	Urban	365	131.73	19.13		
Subject	Arts	345	132.24	19.26	0.096	Not Significant
	Science	405	132.11	19.20		

From the Table-2 the Mean value of Male and Female student-teachers are found to be 132.09 and 132.24 respectively and the 't' value is 0.109. The calculated value 't' 0.109 is lesser than the table value is 1.97 is not significant. Hence null hypothesis is accepted. It is calculated that male and female student-teachers do not differ significantly in their attitude towards social media.

From the Table-2 the Mean value of Rural and Urban student-teachers are found to be 132.58 and 131.73 respectively and the 't' value is 0.605. The calculated value 't' 0.605 is lesser than the table value is 1.97 is not significant. Hence null hypothesis is accepted. It is calculated that rural and urban student-teachers do not differ significantly in their attitude towards social media.

From the Table-2 the Mean value of Arts and Science student-teachers are found to be 132.24 and 132.11 respectively and the 't' value is 0.096. The calculated value 't' 0.096 is lesser than the table value is 1.97 is not significant. Hence null hypothesis is accepted. It is calculated that arts and science student-teachers do not differ significantly in their attitude towards social media.

FINDINGS

1. The level of social media attitude among B.Ed., students is favourable.
2. There is no significant difference between students-teachers attitude towards using social media on the basis of gender.
3. There is no significant difference between student-teachers attitude towards using social media on the basis of locality.
4. There is no significant difference between student-teachers attitude towards using social media on the basis of subject.

CONCLUSION

Social media allows teachers and students to share ideas with each other. Comparing notes on classroom teaching techniques and learning styles can improve our learning experience in the classroom. One can share courses and visual aid ideas. Therefore, the present study has yielded several conclusions that may increase the level of knowledge available in the field of education. Therefore, it strengthens that future learning and teaching methods. Finally, it was found that students studying in B.Ed., Colleges of Education in Cuddalore district are effectively using social networking sites in teaching and learning. Through this research contribution social media will be useful in providing holistic learning teaching to student-teachers. And the need for social media and its needs is set to be useful in the future.

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BIODATA and CONTACT ADDRESSES of the AUTHORS



Mr.U.Karthik is a Ph.D., Full-Time Research Scholar of Education, Department of Education, Annamalai University, Annamalai Nagar-608002. He joined the Ph.D., as Research Scholar in the Department of Education in 3rd October 2019. He has received M.Com., M.Phil., and M.Ed., degrees from various Universities in Tamilnadu. He has presented 2 papers in national seminars. During his study he worked as a field Investigator for The ICSSR sanctioned Major Research Project under the scheme of IMPRESS entitled "Use of Social Media and Its Effects on Students".

U.KARTHIK

Ph.D., Research Scholar, Department of Education,
Annamalai University, Chidambaram, Cuddalore ,Tamilnadu, India.
Phone: +91 9789786343
Email: ukarthik101289@gmail.com



Dr.R.Sivakumar is working as an Associate Professor of Education, Department of Education, Annamalai University, Annamalai Nagar-608002. He joined the University as Assistant Professor in the Department of Education in February 2006. He has received M.A., M.S.E.M., M.Ed., M.Phil., and Ph.D., degrees from various Universities in Tamilnadu. He has produced 25 M.Phil., and 02 Ph.D., under his guidance. At present he is guiding 01 M.Phil., and 04 Ph.D. There are 42 research articles published in reputed journals in the field of Education and presented 26 papers in the National and International Seminars and Conferences. He has organised two National Seminars and two National Conferences. He is serving as a Mentor for MOOC in the Department of Education. The ICSSR sanctioned Major Research Project under the scheme of IMPRESS to him on the topic entitled "Use of Social Media and Its Effects on Students".

Dr.R.SIVAKUMAR

Associate Professor, Education Wing – DDE,
Annamalai University, Chidambaram, Cuddalore ,Tamilnadu, India.
Phone: +91 9443302404
Email: rsk_edu@yahoo.com
URL: https://annamalaiuniversity.ac.in/faculty_view.php?id=11923&dc=P01