



UTILIZATION OF SOCIAL MEDIA AND ENVIRONMENTAL AWARENESS OF UNDER GRADUATE STUDENTS WITH REGARD TO GENDER

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ABSTRACT

The main objective of the study was to find out the significant relationship between utilization of social media and environmental awareness of male and female under graduate students. Total 1050 under graduate students participated in the study of which 390 were male students and 660 were female students. The investigator used the survey method of research. The investigator collected the data from colleges in Tirunelveli district. They were selected randomly from each college. The investigator has used the self made tools. The Social Media Scale (SMS) and Environmental Awareness Scale (EMS) were developed by Soundarapandian and Thamodharan (2015). Results of the present study demonstrate that there is significant relationship between utilization of social media and environmental awareness among male and female undergraduate students.

KEYWORDS : Social media, Environmental Awareness, Self made tools, Utilization

INTRODUCTION

In the past two decades, environment has attracted the attention of decision makers, scientists and even laymen in many parts of the world. They are becoming increasingly conscious of issues such as famines, droughts, floods, scarcity of fuel, firewood and fodder, pollution of air and water, problems of hazardous chemicals and radiation, depletion of natural resources, extinction of wildlife and dangers to flora and fauna. People are now aware of the need to protect the natural environmental resources of air, water, soil and plant life that constitute the natural capital on which man depends. The environmental issues are important because the absence of their solutions is more horrible. Unless environmental issues are not solved or not taken care of the coming generations may find earth worth not living. The need of the planet and the needs of the person have become one. There is no denying the fact that environment has to be protected and conserved so to make future life possible. The need to spread environmental awareness is enormous in the context of successfully addressing environmental problems. On the one hand, provision of environmental education creates greater awareness in individuals and communities with respect to putting environmental resources to use even while conserving them. On the other hand, greater environmental awareness increases the scope of environmental education—as a discipline as well as inclusion of aspects of it within the scope of other disciplines. Various media and means are used to spread environmental awareness among the people. The electronic media and the print media are the major mediums of spreading information about environment among the populace—educating them about environmental concerns and ways to address these. Likewise, social media can inspire environmental activism through positive messages such as quotations, stories underlying environmentally - responsible behaviours, and pictures of nature among others. Messages calling for environmental sustainability can gain momentum across social media platforms as the more “likes” or shares they receive, they can eventually become a “social trend” among users. The “social” in social media comes in as these individuals find others with similar interests and interact with them through online communities, sharing information and knowledge, offering support and networking. Social Media is the future of communication, a countless array of internet based tools and platforms that increase and enhance the sharing of information. This new form of media makes the transfer of text, photos, audio, video, and information in general increasingly fluid among internet users. Platforms like twitter, Facebook, and LinkedIn have created online communities where people can share as much or as little personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed, and created. Social Media has been grown rapidly as a type of online communication tool wherever users make comments, shares, and put videos,

photos and posts on social network at a remarkable rate. Environmental issues are progressively getting to be concern of the worldwide. Contribution of media generally and social media particularly in the raising environmental awareness in the target group is important because of produce greater environmental influence on growth of world population and standards for high lifestyle of our communities. Mariwan Rahim and Jwan Jalaladeen (2016) found that the participants were used the social media to get news and information as number one, increase their knowledge as number two, raise awareness about science and education as number three, and finally increase environmental awareness as number four. In addition, the majority of students were intentioned sometimes to environmental awareness post; also the majority of them have tried to care social media in order to get environmental awareness, and in part, they have tried to post or publish the environmental awareness posts on social media as individual activity. Thabo Tlebere, and Brenda Scholtz (2016) found that environmental knowledge increased as a result of the campaign. Generally the campaign was well received; however several students were resistant to the idea of using social media for education purposes on a topic which did not contribute to course credits.

OBJECTIVES OF THE STUDY

- To determine the significant relationship between utilization of social media and environmental awareness of male under graduate students.
- To determine the significant relationship between utilization of social media and environmental awareness of female under graduate students.

NULL HYPOTHESES

- There is no significant relationship between utilization of social media and environmental awareness of male under graduate students.
- There is no significant relationship between utilization of social media and environmental awareness of female under graduate students.

METHODOLOGY

The researcher adopted the survey method to study the relationship between utilization of social media and environmental awareness of female under graduate students.

POPULATION AND SAMPLE

The population for the present study consisted of the undergraduate students in arts and science college in Tirunelveli district. Total 1050 under graduate students participated in the study of which 390 were male students and 660 were female

students. The investigator collected the data from colleges in Tirunelveli district. They were selected randomly from each college.

TOOLS USED

The investigator has used the self made tools. The Social Media Scale (SMS) and Environmental Awareness Scale (EMS) were developed by Soundarapandian and Thamodharan (2015).

STATISTICAL TECHNIQUES APPLIED

The statistical techniques applied for the study was Pearson Correlation

ANALYSIS OF DATA

H₀ 1: There is no significant relationship between utilization of social media and environmental awareness of male undergraduate students.

Table - 1

Relationship between utilization of Social Media and Environmental Awareness of Male Undergraduate Students

Gender	Number	df	'r' Value	Remarks
Male	390	388	0.232	S

(At 5% level of significance the table value of 'r' is 0.098)

It is inferred from the above table found that there is significant relationship between utilization of social media and environmental awareness of male undergraduate students. Hence the null hypothesis is rejected.

H₀ 2: There is no significant relationship between utilization of social media and environmental awareness among female undergraduate students.

Table - 2

Relationship between utilization of Social Media and Environmental Awareness among Female Undergraduate Students

Gender	Number	df	'r' Value	Remarks
Female	660	658	0.259	S

(At 5% level of significance the table Value of 'r' is 0.062)

It is inferred from the above table found that there is significant relationship between utilization of social media and environmental awareness among female undergraduate students. Hence the null hypothesis is rejected.

FINDINGS

- There is significant relationship between utilization of social media and environmental awareness of male undergraduate students.
- There is significant relationship between utilization of social media and environmental awareness among female undergraduate students.

DISCUSSION AND CONCLUSION

Results of the present study demonstrate that there is significant relationship between utilization of social media and environmental awareness among male and female undergraduate students. The rapidly grown industrialization have worsen the environmental conditions of the world, problem of waste disposal, increasing pollution, climate change, deforestation etc, that should be addressed now with the sustainable solutions. The Development of environmental awareness, or more broadly promotions of the idea of sustainable development has become a goal, or a policy of not only governments and NGOs but it also reflected in the activities of companies as corporate social responsibility and consumer activists. Today the college students form a large proportion of users on social media networks. Social media has propelled the rise of the independent activist. For instance, during the collision between two ships at Kamarajar port in Ennore, the people of Tamilnadu used

Facebook and Twitter as platforms to share their personal stories and provide independent or alternative new sources and media that was captured by their communities. Since people now look to their social media streams as primary sources of news and information, this type of independent vocalization can be both positive (encouraging alternative streams of information) and problematic when information isn't verified or trustworthy. The social media sites Facebook, Linkedin and Twitter have the potential to reach every inch of the corner of the world. But, the opportunities that social networking and social media sites, provided are yet to be fully utilized. They can be used to: promote good environmental practices, share ideas of best practices, raise awareness about environmental campaigns, and in other unforeseen ways. These networking sites are being used by professionals, activists, conservationists etc. to link with businesses, employees, organisations or to share personal views.

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