



## A STUDY ON AWARENESS TOWARDS SOCIAL MEDIA SAFETY USAGE AMONG HIGHER SECONDARY FEMALE STUDENTS

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### ABSTRACT

This study examined the A Study on Awareness towards Social Media safety Usage among Higher Secondary Female Students. The sample consists of 220 in higher secondary female students of Vellore District in Tamil Nadu. The mean value of Awareness about Social Media safety Usage scores 12.42 indicates that the Higher Secondary Female Students are having moderate level of Awareness about Social Media safety Usage. There is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Locality. There is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Group of Study.

**KEYWORDS :** Social Media, Higher Secondary Female Students

### INTRODUCTION

The exchange of thoughts, messages, or information as by speech, signals, writing, or behavior is called communication. Information and communication technology are added advantages in the hands of library professionals in the current scenario. The evolution of internet and World Wide Web has transformed the whole globe and present a new way of communication. We can see the impact of ICT in every walk of life. Everyone needs information pinpointed. People can access information easily by themselves in ICT environment but how to use and utilize that information can be guided by LIS professionals. User prefers social networking sites or Face book to access information as it reduces physical strain, save the time; they are able to complete the work within time, minimize expenses and keep accuracy.

#### Social Networking Sites:

Social networking site functions like an online community of internet users. People use social networking sites for communication personally as well as professionally to contact with others. Social networking sites like Face book provides new venues for young students to express themselves and to interact with one another.

Social media is an internet-based form of communication. Social media platforms allow users to have conversations, share information and create web content. There are many forms of social media, including blogs, micro-blogs, wikis, social networking sites, photo-sharing sites, instant messaging, video-sharing sites, podcasts, widgets, virtual worlds, and more.

#### NEED AND SIGNIFICANCE OF THE STUDY

Social networking is a method of communication with people through online platforms such as Facebook, LinkedIn, and Twitter. Over the years, social networking has become an important part of life for both adults and teens. The popularity is due to the ability of meeting the needs and interests of a vast majority of people. For teens it is a way to socialize with friends, by sharing the latest events, photos and videos. To make the best use of social networking while avoiding the risks, users will need to understand and follow a set of basic safety tips that are easy to remember and highly effective. Hence, to know about the status of the students, particularly of students the investigator decided to take up this study.

#### STATEMENT OF THE PROBLEM

When utilizing a social networking website, people have the option of sharing personal details with friends and followers. While sharing some information is okay, other facts can reveal too much about who a person is. For the sake of personal safety, one should never reveal their date and place of birth, home address or phone number, as this could put them at serious risk for identity theft and fraud. In addition, it is

extremely important that a person never reveal their credit card numbers, banking information, passwords, or social security number on any networking site. People often feel that these setting are sufficient enough and never put forth the effort to make changes. Altering one's privacy settings can allow the account holder to block strangers and people who are not friends with them from viewing his or her private information. These settings also limit what information is available in search results; for example, Facebook allows the account holder to modify their settings so only their friends, friends and networks, specific groups, or no one can see their status, photos, videos, likes, etc.. This study was intended to know about the status of awareness about these safety precautionary measurements among female higher secondary students. The study under taken by the investigator is entitled as "A Study on Awareness towards Social Media safety Usage among Higher Secondary Female Students".

#### OBJECTIVES OF THE STUDY

The following are the objectives of the present study:

1. To find out Higher Secondary Female Students' level of Awareness about Social Media safety Usage.
2. To find out whether there is any significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students based on
  - i. Locality
  - ii. Group of Study
  - iii. Type of family and
  - iv. Type of Management

#### HYPOTHESES OF THE STUDY

Suitable hypotheses were framed

#### METHOD OF STUDY

The present investigation has been undertaken by using Normative Survey Method.

#### TOOL USED

Awareness about Social Media safety Usage Inventory constructed and validated by Preet Monk (2017) has been used for this study.

#### STATISTICAL TECHNIQUES

In this present investigation the following Statistical techniques were used.

- i. Descriptive Analysis
- ii. Differential Analysis

#### SAMPLE OF THE STUDY

The present study was conducted with 220 Higher Secondary Female Students working in Vellore District of Tamilnadu State. The sample was selected by using Simple Random Sampling Technique. The sample forms a representative sample of the entire population.

**DESCRIPTIVE ANALYSIS**

The Mean and the Standard Deviation are calculated to describe the properties of different sub-samples.

**Table. 1 The Mean and Standard Deviation of Higher Secondary Female Students' Awareness about Social Media safety Usage scores**

Sub-sample	N	Mean	SD
Entire Sample	220	12.42	3.222
Locality	Rural	110	13.26
	Urban	110	11.57
Group	Arts	46	13.35
	Science	174	12.17
Type of family	Nuclear	149	12.76
	Joint	71	11.70
Type of Management	Govt	116	12.47
	Aided	91	12.26
	Private	13	13.00

From the above Table it is evident that the Higher Secondary Female Students are having moderate level of Awareness about Social Media safety Usage. This is found among all the sub samples too.

**DIFFERENTIAL ANALYSIS- AWARENESS ABOUT SOCIAL MEDIA SAFETY USAGE**

**Significance of difference between Awareness about Social Media safety Usage scores of Higher Secondary Female Students with respect to their Locality**

**Null Hypothesis**

There is no significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Locality.

In order to test the above Null hypothesis, 't' value is calculated, and presented in the following table:

**Table. 2 Significance of difference between Mean Awareness about Social Media safety Usage scores of Higher Secondary Female Students with respect to their Locality**

Sub-Samples	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Urban	110	13.26	3.184	4.025	Significant
Rural	110	11.57	3.045		

Since the calculated 't' value (4.025) is significant at 0.05 level, the above null hypothesis is accepted and it is concluded that there is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Locality.

Hence, it can be inferred that the locality of Higher Secondary Female Students has caused significant difference in respect of their Awareness about Social Media safety Usage.

**Significance of difference between Awareness about Social Media safety Usage scores of Higher Secondary Female Students with respect to their Group of study**

**Null Hypothesis**

There is no significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Group of Study.

In order to test the above Null hypothesis, 't' value is calculated, and presented in the following table:

**Table. 3 Significance Of Difference Between Mean Awareness About Social Media Safety Usage Scores Of**

**Higher Secondary Female Students With Respect To Their Group Of Study**

Sub-Samples	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Arts	46	13.35	2.908	2.375	Significant
Science	174	12.17	3.264		

Since the calculated 't' value (2.375) is significant at 0.05 level, the above null hypothesis is rejected and it is concluded that there is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Group of Study.

Hence, it can be inferred that the group of study of Higher Secondary Female Students has caused significant difference in respect of their Awareness about Social Media safety Usage.

**Significance of difference between Awareness about Social Media safety Usage scores of Higher Secondary Female Students with respect to their Type of family**

**Null Hypothesis**

There is no significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Family Type.

**Table. 4 Significance Of Difference Between Mean Awareness About Social Media Safety Usage Scores Of Higher Secondary Female Students With Respect To Their Family Type**

Sub-Samples	N	Mean	Standard Deviation	t-value	Significance at 0.05 level
Nuclear	149	12.76	3.070	2.202	Not significant
Joint	71	11.70	3.433		

Since the calculated 't' value (2.202) is significant at 0.05 level, the above null hypothesis is accepted and it is concluded that there is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Family Type.

Hence, it can be inferred that the type of family of Higher Secondary Female Students has caused significant difference in respect of their Awareness about Social Media safety Usage.

**Significance of difference between Awareness about Social Media safety Usage scores of Higher Secondary Female Students with respect to their Type of Management**

**Null Hypothesis**

There is no significant difference among the sub samples of Type of Management of Higher Secondary Female Students with respect to their Awareness about Social Media safety Usage.

**Table.5 Significance Of Difference Among The Mean Awareness About Social Media Safety Usage Scores Of Higher Secondary Female Students With Respect To Their Type Of Management**

	Sum of Squares	df	Mean Square	F	Significance at 0.05 level
Between Groups	6.935	2	3.467	0.332	Not Significant
Within Groups	2266.593	217	10.445		
Total	2273.527	219			

Since the calculated 'F' value (0.332) is not significant at 0.05 level, the above null hypothesis is accepted and it is concluded that there is no significant difference among the sub samples of Type of Management of Higher Secondary Female Students with respect to their Awareness about Social Media safety Usage.

Hence, it can be inferred that the Type of Management of Higher Secondary Female Students has caused no significant difference in respect of their Awareness about Social Media safety Usage.

### FINDINGS OF THE STUDY

The following are the findings of the present study:

#### Descriptive Analysis

The Higher Secondary Female Students' Awareness about Social Media safety Usage is moderate. This trend was found among all the sub samples too.

### DIFFERENTIAL ANALYSIS

#### Awareness about Social Media safety Usage

- There is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Locality.
- There is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Group of Study.
- There is significant difference in Awareness about Social Media safety Usage of Higher Secondary Female Students with respect to their Family Type.
- There is no significant difference among the sub samples of Experience of Higher Secondary Female Students with respect to their Awareness about Social Media safety Usage.

### RECOMMENDATIONS

On the basis of findings of this study, the following recommendations have been made:

- Since the Educators expressed moderate Awareness about Social Media safety Usage, Special programme on academic publication should be arranged for them.
- Except Management all the selected demographic variables shown differences among them, hence A uniform strategy may be tried to implement, with special concern to different managements of the institutions.
- Research is essential component for positives changes in any sector, hence to update the Educational system continuous research is needed.
- Since Social media become a common utility concept for the human beings today, we cannot avoid it, special efforts are to be taken to make the people aware of the safety issues while using social media.

### CONCLUSION

Security is as important for one's social network account as it is for their computer or any other account. This study on Higher Secondary Female Students' Awareness about Social Media safety Usage makes way to strengthen the Higher Secondary Female Students with safety usage of social media. Further, by concentrating on various factors of Education, a group of efficient Teachers can be prepared for educating the students to go on social media with safety precautions.

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