ORIGINAL RESEARCH PAPER

AWARENESS OF SOCIAL MEDIA AMONG THE STUDENTS OF TEACHER EDUCATION

ABSTRACT

Social media is a phrase being tossed around a lot these days. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. Social media is a two-way street that gives us the ability to communicate too. Social media can be defined as “interactive platforms via which individuals and communities create and share user-generated content”. Andreas Kaplan and Michael Haenlein define social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user-generated content.” Social media are social software which mediates human communication. When the technologies are in place, social media is ubiquitously accessible, and enabled by scalable communication techniques.

INTRODUCTION

Social media is a phrase being tossed around a lot these days. Media is an instrument on communication, like a newspaper or a radio, so social media would be a social instrument of communication. The present investigation was undertaken by using normative survey method. The present study consists of 400 B.Ed. college students of studying in Tirunelveli District, Tamil Nadu. The sample was selected by using simple random sampling technique. The Social Media Awareness scale- constructed and validated by the Investigator (2017). The result revealed that there is no significant difference between female and male students with respect to their social media awareness. There is no significance different in social media awareness among the students with respect to their Parental Occupation.

OBJECTIVES

1) To find out the level of Awareness about Social Media of the students of Teacher Education.
2) To find out whether there is any significant difference between Male and Female students with respect to their Social Media Awareness.
3) To find out whether there is any significant difference in Social Media Awareness among the students with respect to their Parental Occupation.

NULL HYPOTHESES

1. The Social Media Awareness of the students of Teacher Education is low.
2. There is no significant difference between male and female students with respect to their Social Media Awareness.
3. There is no significant difference in Social Media Awareness among the students with respect to their Parental Occupation.

KEY WORDS: Social Media, Awareness. Students of Teacher Education

Table-1 Level of Social Media Awareness of the Students of Teacher Education

<table>
<thead>
<tr>
<th>Variable</th>
<th>low</th>
<th>Moderate</th>
<th>High</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>N</td>
<td>%</td>
<td>N</td>
<td>%</td>
</tr>
<tr>
<td>Total No. of Sample</td>
<td>101</td>
<td>25.25</td>
<td>164</td>
<td>41</td>
</tr>
<tr>
<td></td>
<td>135</td>
<td>33.75</td>
<td>400</td>
<td>100</td>
</tr>
</tbody>
</table>

From the above table 25.25% of the Teacher Education Students have low level of Social Media awareness, 41% of the Teacher Education Students have moderate level, and 33.75% of the Teacher Education Students have high level.

Null Hypothesis 1

There is no significant difference between Male and Female students with respect to their Social Media Awareness.

Table No. 2 Difference between Male and Female students with respect to their Social Media Awareness

<table>
<thead>
<tr>
<th>Gender</th>
<th>N</th>
<th>Mean</th>
<th>SD</th>
<th>Calculated t-value</th>
<th>Significance at 0.05 level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>204</td>
<td>12.33</td>
<td>3.66</td>
<td>0.60</td>
<td>Not significant</td>
</tr>
<tr>
<td>Female</td>
<td>196</td>
<td>12.11</td>
<td>3.49</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(at 5% level of Significance “t” value is 1.96)

From the above table, it is inferred that the calculated ‘t’ value is lower than the table value and it is not significant at 0.05 level, the above Null hypothesis is accepted and it is concluded that there is no significant difference between Male and Female students with respect to their Social Media Awareness.

Null hypothesis 3

There is no significant difference in Social Media Awareness among the students with respect to their Parental Occupation.
among the students with respect to their Parental Occupation.

Table No.3 Difference in Social Media Awareness among the students with respect to their Parental Occupation

<table>
<thead>
<tr>
<th>Source of Variance</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>Calculate d F-Value</th>
<th>Significance at</th>
</tr>
</thead>
<tbody>
<tr>
<td>Between Groups</td>
<td>5.00</td>
<td>2</td>
<td>2.50</td>
<td>0.19</td>
<td>Not significant</td>
</tr>
<tr>
<td>Within Groups</td>
<td>5112.19</td>
<td>397</td>
<td>12.87</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(at 5% level of significance the “f” value is 3.03)

From the above table, since ‘F’ value is not significant at 0.05 level, the above null hypothesis accepted and it is inferred that there is no significant difference in Social Media Awareness among the students with respect to their Parental Occupation.

SUMMARY OF FINDINGS
1) The Teacher Education students have moderate level of Social Media Awareness.
2) There is no significant difference between Male and Female students with respect to their Social Media Awareness.
3) There is no significant difference in Social Media Awareness among the students with respect to their Parental Occupation.

CONCLUSION
The present study made on “Awareness of Social Media by the Teacher Education”. Hence activities are to be included in higher educational curriculum to increase Social media awareness. More researches are to be conducted in this field to increase cautious of Social media.

References