



## ORIGINAL RESEARCH PAPER

## Education

### AWARENESS OF SOCIAL MEDIA AMONG THE STUDENTS OF TEACHER EDUCATION

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

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#### 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. 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.

#### 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. 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.

#### NEED AND SIGNIFICANCE OF THE STUDY

Currently, the use of social media appears to be in its momentum stage; changing the styles, and patterns of communication at macro, as well as micro level. Keeping in view the ever increasing use of social media by academicians and learners, it seems appropriate to realize the prediction of Armstrong & Franklin that "Universities will lose their privileged role as a primary producer of knowledge, and gatekeeper to it, as knowledge becomes more widely accessible through other sources and is produced by more people in more ways" in its true sense. The use and benefits of social media particularly for academic gains appears to be an area of interest for many researchers in education and social sciences. Different researchers have addressed different areas of using social media at various academic and social levels. Hence, the investigator decided to take this study to know the Awareness of Social Media by the students of Teacher Education.

#### 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.

#### METHOD

The investigator used normative survey method

#### SAMPLE

The present study consists of 400 B.Ed. college students studying in Tirunelveli District, Tamil Nadu. The sample was selected by using simple random sampling technique.

#### TOOLS USED

The Social Media Awareness scale- prepared and validated by the Investigator and guide.

#### STATISTICAL TECHNIQUES

In this present investigation the following Statistical techniques were used Mean, SD, "t" test, "f" test.

#### Null Hypothesis 1

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

Variable	low		Moderate		High		Total	
	N	%	N	%	N	%	N	%
Total No. of Sample	101	25.25	164	41	135	33.75	400	100

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 2

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**

Gender	N	Mean	SD	Calculated t-value	Significance at 0.05 level
Male	204	12.33	3.66	0.60	Not significant
Female	196	12.11	3.49		

(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.

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

Source of Variance	Sum of Squares	df	Mean Square	Calculate d F-Value	Significance at
Between Groups	5.00	2	2.50	0.19	Not significant
Within Groups	5112.19	397	12.87		

**(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.

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