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UTILIZATION OF SOCIAL MEDIA AMONG THE UPPER PRIMARY SCHOOL STUDENTS IN KERALA

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ABSTRACT—
The main aim of the research was to find out the utilization of social media or social networking sites and which electronic devices or gadgets are used for the social network among upper primary school students in the Malabar region. The investigator adopted a survey method for conducting the present research. The investigator selected 70 upper primary school students from 3 government schools and 2 aided upper primary schools in Kasaragod and Kannur district. The sample size was 70, including 32 boys and 38 girls. The following statistical techniques were used in the study: Frequency and Percentage analysis. The major findings which have emerged from the research as follows: Most of the students were used a smartphone as an electronic gadget, 81.4% of students were used parent's smartphone. 84.4% of boys and 78.9% of girls were used parent's smartphones. 87.1% of students were used WhatsApp for social media interaction. The 87.5% boys and 86.8 girls were used WhatsApp with their smartphone or parent's smartphone or tablet.

KEY WORDS: *Social Media, Technological Devices, Internet Connection.*

INTRODUCTION :

Social media extend their spears all over the world. After the smartphone revelation and cellular companies introducing 3G/4G internet connection with free of cost or cheaper level, social media is popularized all the rural areas in India. The Technological revelation helps to the massive use of social media. The biggest reason for the use of social media is to communicate very quickly to the large audience and community. The study conducted by McKinsey Global Institute in July 2012, the report says that social networking users are 1.5 billion around the world, and also, out of this, 80% of the people regularly interacting with other social media users. The massive attraction and popularity of 70% of the companies are trying to meet their customers through social media. However, while social media is a powerful tool for interacting with others, many people and organizations have jumped into using it without considering the risks. The threats you face can affect your safety, job, and business (Cross, 2014). Social media is the social interaction among people in which they create, share, or exchange information and ideas in virtual communities and networks. The social media has many different forms, including magazines, internet

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forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, videocasting, and social bookmarking. (Gaur 2015)

According to Andreas Kaplan and Michael Heinlein define the social media as 'a group of internet-based applications that build on the ideological and technological foundation of web 2.0 and allow the creation and exchange of user-generated content'. Social media opened many possibilities, so even children also try to use social media more.

The notion of social medial is associated with new digital media phenomena such as blogs, social networking sites, location-based services microblogs, photo, and video sharing sites, etc. in which ordinary users (i.e. not only media professionals) can communicate with each other and create and share content with others online through their personal networked computers and digital mobile devises (Benchmann & Lomborg, 2013).

Most people using social media to interact with people for discussing social and personal issues and also a few of the users using social media for trolling comedy, and fun.

NEED AND SIGNIFICANCE OF THE STUDY

Recent scenario, most of the Kerala family uses smartphone or tablets, it leads their children also passionate about smartphone gadgets and they want to play the games with tablet or smartphones. And too much cellular company promises to give 2G, 3G, 4G internet connection with free of cost or cheaper rate to the customers. By the product of mobile companies action, the usage of social networking sites or apps, especially Facebook, WhatsApp, Twitter, LinkedIn, Pinterest, etc. Most of the children are like smartphone instead of ordinary mobile phones and also like to play games with smartphones instead of toys. The very recently 'TCS Gen Z survey conducted Tata Consultancy Services about 12000 students across in India and it includes 15 cities, the survey report says that the usages of social media are in the age 'between' 12 to 18. And most of the students' preferred smartphones as the most popular gadgets and 75% of the teens have made at least one friend through social media sites. The survey also tried to assess if the students aspired to the entrepreneurs, over a half, 58%, said they did. Two of their top three role models - Steve Jobs, A.P.J. Abdul Kalam, and Bill Gates are entrepreneurs. (Input from Kanishkaa Balachandran, Meenakshi R., Deepa Lakshmi K., Anusha Surendran). (http://www.thehindu.com)

According to 2011, pew Research data reveals that 80% of American adults are online and nearly 60% of them using social networking sites. According to the article 'The emerging role of social media in political and Region change' by Rita Safranek, "the middle East and North African region has one of the most youthful populations in each country. They make up the majority of the social media users, including about 17 million Facebook users, 25000 Twitter Accounts, and 40000 active blogs, according to the Arab advisers' group.

DEFINITIONS OF KEY TERMS

Social Media: Social media as a group of internet-based applications that build on the ideological and technological foundation of web 2.0 and allow the creation and exchange of user-generated content (Andreas Kaplan and Michael Heinlein).

In the present study, Social media means that a group of internet-based applications such as Facebook, WhatsApp, Twitter, LinkedIn, and Instagram.

Utilization: The action of using something or the fact of being used.

Upper Primary School Students: The students who are studying fifth to seventh standard in the schools which are aided by the General Education Department of Kerala.

In the present study, those who are studying 7th standard with age between 12 to 13 in the schools under the general Education Department of Kerala.

OBJECTIVES OF THE STUDY

- To find out the types of technological devices used by upper primary school students.

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- To find out the types of internet connection used by the upper primary school students.
- To find out the types of social media used by upper primary school students.

RESEARCH QUESTIONS
1. What are the types of technological devices used by upper primary school students?
2. What are the types of internet connection used by upper primary school students?
3. What are the types of social media used by upper primary school students?

METHODOLOGY
The survey method was adopted for the present study by the investigator. The investigator selected 70 samples from seventh standard students in a Random Sampling technique. The sample distribution consists of 32 boys and 38 girls.

DESCRIPTION OF THE TOOL
The tool was developed by the investigator. This tool consists of 12 items and it has two responses 'YES' or 'NO'. '1' score was given for 'Yes' response and '0' score was given for 'No' rersponse. The maximum possible score is '12' and minimum possible score is '0'. The first five items were used to find out the types of technological devices (smartphone, laptop or desktop, tablet and smartwatches) used by the upper primary school students. The next two items were used for find out the types of internet connection (Wi-Fi connection at home and 3G/4G connection in their smartphones or tablet) used by the upper primary school students and the remaining five items were used for find out the types social media (Facebook, WhatsApp, Twitter, LinkedIn and Instagram) used by the upper primary school students. To ensure the validity of the tool, the investigator used content validity by getting judgment about the questions in the tools from the teachers, educators and experts in the field of education. The Reliability of the tool was found to be 0.74 by test and re-test method.

DATA ANALYSIS AND INTERPRETATION
The data analysis and results are presented with special reference to the research questions in the study.

Table 1: Types of Technological Devices used by the Upper Primary School Students

Type of Technological Devices	Total Sample				Sub Sample							
	Yes		No		Boys				Girls			
					Yes		No		Yes		No	
	F	%	F	%	F	%	F	%	F	%	F	%
Own Smart Phone	41	58.6	29	41.4	24	75	8	25	17	44.7	21	55.3
Parent's Smart Phone	57	81.4	13	18.6	27	84.4	5	15.6	30	78.9	8	21.1
Laptop/Desktop	31	44.3	39	55.7	17	53.1	15	46.9	14	36.8	24	63.2
Tablet	47	67.1	23	32.9	25	78.1	7	21.9	22	57.9	16	42.1
Smart Watch	12	17.1	58	82.9	7	21.9	25	78.1	5	13.2	33	86.8

F=Frequency, %=Percentage.

As shown in Table-1, different types of technological devices were used by upper primary school students. One device was a smartphone, it refers that a mobile personal computer with a mobile operating system with features useful for mobile or handheld use. In the case of smartphones out of 70 students, 29 (41.4%) samples did not have their own smartphone and 41 (58.6%) sample had their own smartphones. While comparing boys and girls, out of 32 boys, 24 (75%) were having their own smartphone and 8 (25%) were not having their own smartphones and out of 38 girls 17 (44.7%) were having their own smartphone

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and 21 (55.3%) were not having their own smartphones. In the case of Parent's smartphone used by the sample out of 70 students, 57 (81.4%) of the sample were used to parent's smartphone and 13 (18.6%) of the sample were not used parent's smartphones. While comparing boys and girls, out of 32 boys, 27 (84.4%) were used parent's smartphone and 5 (15.6%) were not used parent's smartphones and out of 38 girls 30 (78.9 were used parent's smartphone and 8 (21.1%) were not used parent's smartphones.

Another device was Laptop or Desktop computers. Out of 70 students, 31 (44.3%) samples were using laptops or desktop computers and 39 (55.7%) were not having a laptop or desktop computers. While comparing boys and girls, out of 32 boys, 17 (53.1%) were using laptops or desktop computers and 15 (46.9%) were not having laptop or desktop computers and out of 38 girls 14 (36.8%) were using laptops or desktop computers and 24 (63.2%) were not having laptop or desktop computers.

Another device was Tablet computers; it refers to a mobile computer with a touch screen display, which is usually in color, processing circuitry, and a rechargeable battery in a single thin, flat package. In the case of tablet out of 70 students, 47 (67.1%) samples were using tablet and 23 (32.9%) were not having tablets. While comparing boys and girls, out of 32 boys 25 (78.1%) were using tablet and 7 (21.9%) were not having tablet and out of 38 girls, 22 (57.9%) were using tablet and 16 (42.1%) were not having tablets.

Another device was Smart Watches; it refers to a wearable computing device that closely resembles a wristwatch or other time-keeping device. In the case of smartwatches out of 70 students, 12 (17.1%) samples were using smartwatches and 58 (82.9%) were not having smartwatches. While comparing boys and girls, out of 32 boys 7 (21.9%) were using smartwatches and 25 (78.1%) were not having smartwatches and out of 38 girls 5 (13.2%) were using smartwatches and 33 (86.8%) were not having smartwatches.

Table 2: Types of Internet Connection used by the Upper Primary School Students

Type of Internet Connection	Total Sample				Sub Sample							
	Yes		No		Boys				Girls			
					Yes		No		Yes		No	
	F	%	F	%	F	%	F	%	F	%	F	%
Wife/Lan at Home	2 2	31. 4	4 8	68. 6	1 0	31. 3	2 2	68. 8	1 2	31. 6	2 6	68. 4
3G/4G Phone/Tab	6 2	88. 6	8	11. 4	2 9	90. 6	3	9.4	3 3	86. 8	5	13. 2

F=Frequency, %=Percentage.

As shown in Table-2, different types of internet connections were used upper primary school students. Wi-Fi internet connection used by the sample at home, out of 70 students 22 (31.4%) sample was using Wi-Fi at home and 48 (68.6%) samples were not having Wi-Fi at home. While comparing boys and girls, out of 32 boys 10 (31.3%) were using Wi-Fi at home and 22(68.8%) were not using Wi-Fi at home and out of 38 girls, 12 (31.6%) were using Wi-Fi at home and 26 (68.4%) were not using Wi-Fi at home.

Another type of internet connection was 3G/4G in their or parent's smartphone or tablet used upper primary school students. Out of 70 students, 62 (88.6%) samples were using 3G/4G and 8 (11.4%) samples were not using 3G/4G. While comparing boys and girls, out of 32 boys 29 (90.6%) were using 3G/4G and 3(9.4%) were not using 3G/4G and out of 38 girls 33 (86.8%) were using 3G/4G and 5 (13.2%) were not using 3G/4G.

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Table 3: Types of Social Media used by Upper Primary School Students

Type of Social Media	Total Sample				Sub Sample							
					Boys				Girls			
	Yes		No		Yes		No		Yes		No	
	F	%	F	%	F	%	F	%	F	%	F	%
Facebook	35	50	35	50	23	71.9	9	28.1	12	31.6	26	68.4
WhatsApp	61	87.1	9	12.9	28	87.5	4	12.5	33	86.8	5	13.2
Twitter	11	15.7	59	84.3	9	28.1	23	71.9	2	5.3	36	94.7
LinkedIn	3	4.3	67	95.7	2	6.3	30	93.8	1	2.6	37	97.4
Instagram	34	48.6	36	51.4	22	68.8	10	31.3	12	31.6	26	68.4

F=Frequency, %=Percentage.

As shown in Table-3, different types of social media were used, upper primary school students. One media was Facebook. It is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. Out of 70 students, 35 (50%) sample were using Facebook and 35 (50%) samples were not using Facebook. While comparing boys and girls, out of 32 boys 23 (71.9%) were using Facebook and 9(28.1%) were not using Facebook and out of 38 girls 12 (31.6%) were using Facebook and 26 (68.4%) were not using Facebook.

Another Social media was WhatsApp. It is a Messenger is a cross-platform instant messaging application for smartphone users to exchange text, image, video and audio messages for free. Out of 70 students, 61 (87.1%) samples were using WhatsApp and 9 (12.9%) samples were not using WhatsApp. While comparing boys and girls, out of 32 boys 28 (87.5%) were using WhatsApp and 4 (12.5%) were not using WhatsApp and out of 38 girls 33 (86.8%) were using WhatsApp and 5 (13.2%) were not using WhatsApp.

Another Social media was Twitter. It is a free social networking microblogging service that allows registered members to broadcast short posts called tweets. (whatis.techtarget.com) out of 70 students, 11 (15.7%) sample were using twitter and 59 (84.3%) samples were not using twitter. While comparing boys and girls, out of 32 boys 9 (28.1%) were using twitter and 23(71.9%) were not using twitter and out of 38 girls 2 (5.3%) were using twitter and 36 (94.7%) were not using twitter.

Another Social media was LinkedIn. It is a social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally. (http://searchcio.techtarget.com)out of 70 students, 3 (4.3%) sample was using LinkedIn and 67 (95.7%) sample was not using LinkedIn. While comparing boys and girls, out of 32 boys 2(6.3%) were using LinkedIn and 30(93.8%) were not using LinkedIn and out of 38 girls 1 (2.6%) were using LinkedIn and 37 (94.4%) were not using LinkedIn.

Another Social media was Instagram. It is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. Out of 70 students, 34 (48.6%) sample was using Instagram and 36 (51.4%) sample were not using Instagram. While comparing boys and girls, out of 32 boys 22(68.8%) were using Instagram and 10(31.3%) were not using Instagram and out of 38 girls 12 (31.6%) were using Instagram and 26 (68.4%) were not using Instagram.

CONCLUSION

Psychologist consider as upper primary school students is later childhood, they are not complete their childhood activities. The whole study reveals that 81.4% of the students use their parent's mobile phones for different types of activities, especially social media relationships. And also study shows that 87.1% of the students were addicted to WhatsApp social network system. In the case of boys, they spend more time chatting, sending photos, etc. few girls have used the internet for fulfilling their school assignments and projects. The investigator found that out most of the students are spending more time on

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social media rather than other academic works. So the parents must be aware of their child because many cybercrimes reported recently.

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