



## UTILIZATION OF SOCIAL MEDIA AND PARENTS' EDUCATIONAL QUALIFICATION OF UNDER GRADUATE STUDENTS

Mr. P. Soundarapandian<sup>1</sup> and Dr.V.Thamodharan<sup>2</sup>

<sup>1</sup>Research Scholar, Research and Development Centre, Bharathiar University, Coimbatore.

<sup>2</sup>Principal, V.O.Chidambaram College of Education, Thoothukudi.

### ABSTRACT

The main objectives of the study are to find out whether there is any significant association between utilization of social media and fathers' educational qualification of undergraduate students and to find out whether there is any significant association between utilization of social media and mothers' educational qualification. The researcher adopted survey method to study the social media of undergraduate students. The population for the present study consisted of the undergraduate students of arts and science colleges in Tirunelveli district. 1050 undergraduate students were taken for this investigation. The investigator collected the data from arts and science colleges in Tirunelveli district. They were selected randomly from each college. The investigator has used a self made tool. The Social Media Scale (SMS) developed by Soundarapandian and Thamodharan (2015). The investigator used Chi-square test is used for analyze the data. The findings of the study are, [1] There is significant association between the dimension namely, media competence and fathers' educational qualification of undergraduate students. [2] There is significant association between the dimension namely, media competence and mothers' educational qualification of undergraduate students.

**KEYWORDS:** social media and fathers' educational qualification , Social Media Scale (SMS).

### INTRODUCTION

Social media is a term for the online platforms that people use to connect with others, share media content, and form social networks. Some of the most popular platforms include Facebook, Twitter, WhatsApp, Tumblr, Instagram, Pinterest, Skype, YouTube, Viber and Snapchat. Social media have become the prominent and popular media of communication used by the college students. It has the capacity to utilize by the youth for their academic purposes. Social media have become pervasive impacting the social fabric of our society and changing the nature of social behaviours and social relationship. Primarily internet or cellular phone based applications and tool to share information among people. Online sites are often considered innovative and different from traditional media such as television, film, and radio because they allow direct interactions with others. The use of social networking by college students has become increasingly relevant to their academic lives. Smart phones have added great potential by enabling an increase in the use of social networking and in the number of hours spent on such sites. However, these rapid changes in the use of social networking via smart phones are having serious effects on college students. Some of them are positive, such as the improvement of important communication skills, making students more sociable online. In addition, social networking extends students' knowledge and helps them to be achieve in creating and sharing information. Communication and technical skills help students gain knowledge through reading as well as using social media and technology. These skills also help students



create knowledge through reading, writing as well as developing technology. Students need to be able to work effectively with information, using it at all levels of Bloom's Taxonomy (remembering, understanding, applying, analyzing, evaluating, and creating). Communication skill involves traditional skills such as reading, researching, and writing; but new ways to read and write have also introduced new skills.

### **SIGNIFICANCE OF THE STUDY**

Social media is a vital aspect of teenagers' and children's social and creative lives. They use social media to have fun, make and maintain friendships, share interests, explore identities and develop relationships with family. It's an extension of their offline and face-to-face interactions. Social media can connect children and teenagers to online global communities based on shared interests. The networking power of social media means that it is not uncommon for kids to be connected with people they have never met in person. Whether it's via text message or a smartphone app like Instagram or Snapchat, today's children and youth are able to share personal information far beyond what their parents could do when they were young. It's important for parents to learn about the different technologies children are using to help keep them safe online. Social media is always changing, with new apps appearing all the time. So the parents should learn about the apps and programmes that are used by their children. The parents may also show interest in their child's online life and ask questions. People can't always control what others post about them. Explain that information and photos found online can turn up again years later. Some teens may try to find dates or sexual partners on dating sites. Talk to them about finding healthy and safe relationships. So for monitoring the utilization of social media by under graduate students, the parent's education plays a vital role. Keeping all these issues in mind the investigator decided to make a probe into a study on utilization of social media and parents' educational qualification of under graduate students.

### **NULL HYPOTHESES OF THE STUDY**

- There is no significant association between utilization of social media and fathers' educational qualification of undergraduate students.
- There is no significant association between utilization of social media and mothers' educational qualification of undergraduate students.

### **METHODOLOGY**

The researcher adopted survey method to study the social media of undergraduate students. The population for the present study consisted of the undergraduate students in arts and science college in Tirunelveli district. 1050 undergraduate students were taken for this investigation. The investigator collected the data from colleges in Tirunelveli district. They were selected randomly from each college. The investigator has used a self made tool. The Social Media Scale (SMS) developed by Soundarapandian and Thamodharan (2015). The content validity of the tool was established by experts' opinion. Test-re-test method was followed for establishing the reliability of the tool.

### **STATISTICAL TECHNIQUES USED**

The investigator used Chi-square test is used for analyze the data.

### **DELIMITATION OF THE STUDY**

1. Only under graduate students of arts and science college were selected for this investigation.
2. The data for investigation were collected only in Tirunelveli district.

### **ANALYSIS OF DATA**

**H<sub>0</sub>: 1** There is no significant association between utilization of social media and fathers' educational qualification of undergraduate students.

**Table - 1**  
**test showing the association between utilization of social media and fathers' educational qualification of undergraduate students**

Background Variable	Dimensions	Df	Calculated Value $\chi^2$	Remarks
Fathers' Educational Qualification	Use of Social Media	4	7.108	NS
	Media Competence		12.202	S
	Media Education		8.411	NS
	Attitudes towards Media		3.620	NS
	Media Phobia		5.990	NS
	<b>Utilization of Social Media</b>		<b>5.273</b>	<b>NS</b>

(At 5% level of significance the table value of is 9.49)

It is inferred from the above table found that the chi-square values (7.108, 8.411, 3.620, 5.990 and 5.273) are less than the table value (9.49) for df (4) at 5% level of significance. Hence null hypothesis is accepted. Thus there is no significant association between the utilization of social media, its dimensions namely, use of social media, media education, attitudes towards media, media phobia and fathers' educational qualification of undergraduate students. It is also inferred from the above table found that the chi-square value (12.2) is greater than the table value (9.49) for df (4) at 5% level of significance. Hence null hypothesis is rejected. Thus there is significant association between the dimension namely, media competence and fathers' educational qualification of undergraduate students.

**NULL HYPOTHESIS**

**H<sub>0</sub>: 2** There is no significant association between utilization of social media and mothers' educational qualification of undergraduate students.

**Table - 2**  
**test showing the association between utilization of social media and mothers' educational qualification of undergraduate students**

Background Variables	Dimensions	Df	Calculated Value $\chi^2$	Remarks
Mothers' Educational Qualification	Use of Social Media	4	4.035	NS
	Media Competence		11.331	S
	Media Education		5.220	NS
	Attitudes towards Media		2.674	NS
	Media Phobia		4.901	NS
	<b>Utilization of Social Media</b>		<b>4.884</b>	<b>NS</b>

(At 5% level of significance the table value of is 9.49)

It is inferred from the above table found that the chi-square values (4.035, 5.220, 2.674, 4.901 and 4.884) are less than the table value (9.49) for df (4) at 5% level of significance. Hence null hypothesis is accepted. Thus there is no significant association between the utilization of social media, its dimensions namely, use of social media, media education, attitudes towards media, media phobia and mothers' educational qualification of undergraduate students. It is also inferred from the above table found that the chi-square value (11.33) is greater than the table value (9.49) for df (4) at 5% level of significance. Hence null hypothesis is rejected. Thus there is significant association between the dimension namely, media competence and mothers' educational qualification of undergraduate students.

## FINDINGS

- There is significant association between the dimension namely, media competence and fathers' educational qualification of undergraduate students. But there is no significant association between the utilization of social media, its dimensions namely, use of social media, media education, attitudes towards media, media phobia and fathers' educational qualification of undergraduate students.
- There is significant association between the dimension namely, media competence and mothers' educational qualification of undergraduate students. But there is no significant association between the utilization of social media, its dimensions namely, use of social media, media education, attitudes towards media, media phobia and mothers' educational qualification of undergraduate students.

## CONCLUSION AND RECOMMENDATIONS

From the inferential analysis (Chi-square test), the investigator found that there is significant association between the dimension of utilization of social media namely, media competence and parents' educational qualification of undergraduate students. Media Competence can be analyzed in four dimensions such as knowing about different type of media and how to use them in proper manner, reflecting the role of media in the people of society, designing media and critical thinking. The educated parents may give proper guidance for understanding the proper usage of different types of media among their teens. On the other hand, the uneducated parents may not have the ability to give the proper guidance for usage of media. The findings of this research help both the educated parents and uneducated parents should provide guide lines to use social media in constructive way. The parents may consider making a "social media agreement" with their teens. In it, they agree to protect their own privacy, consider their reputation, and not give out personal information. They also promise not to use technology to hurt anyone else through bullying or gossip. In turn, parents agree to respect teens' privacy while making an effort to be part of the social media world. Parents also can help keep their teens grounded in the real world by putting limits on media use. Keep computers in public areas in the house, avoid laptops and smartphones in bedrooms, and set some rules on the use of technology.

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