



AWARENESS OF SOCIAL NETWORKING MEDIA IN COMMERCE AMONG HIGHER SECONDARY STUDENTS

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ABSTRACT :

The main objective of the study was to find out the awareness of social networking media in commerce among higher secondary students with respect to the variables gender, locality of school, type of school, parent's qualification. Survey method was conducted on a sample of 240 higher secondary students in Coimbatore District. Self-made tool was used to collect the data. Data was analyzed by percentage, t-test, F-test and Chi-square. Findings showed that, important insights into the development of knowledge of commerce education among higher secondary students because they are the pillars of the society. Social media provides a platform for people to create contents, share them and bookmark them in a tremendous way. User Generated Contents on web and social media grow rapidly in the emerging age of information. Content refers to the images, video, text or information that is freely available on the internet. The social media like online forums, Twitter, Face book, blogs and micro blogs are proving to be extremely valuable resources for anticipating, detecting and forecasting significant societal events.

KEYWORDS : Awareness, Social Networking Media, Commerce, Higher Secondary Students.

INTRODUCTION

Social networking is a web based communication media, which allows users to have conversations, share information and create contents. There are numerous social media sites like blogs, social networking sites, instant messaging, photo-sharing sites, video-sharing sites and more. Billions of people across the world use social networking sites to share and make connections on a personal level. To **an introduction social networking** sites are used by people to communicate with friends, family and to learn new things which interests them and which is entertaining. Professionals use social media to increase their knowledge in their respective fields and build a network of professionals from similar industry.

SCOPE OF THE STUDY

The present study aims at studying the awareness of social networking media in commerce among higher secondary students. The present study focuses on the present of social networking media in commerce among higher secondary students. To find out the problems hindering the pursuit of commerce among higher secondary students and make suggestions for finding solutions to the above problems in a rational and free manner.



REVIEW OF RELATED LITERATURE

Chawinga (2017) described a study which entitled social media to a university classroom: teaching and learning using Twitter and blogs. Social media has taken many sectors including the higher education by storm. However, with wide spread fears that social media may be a distracter to pedagogy; this paper investigated how social media facilitates teaching and learning.

Benson & Morgan (2014) in their book entitled Cutting Edge technologies and social media use in higher education said that inclusion of social media in higher education has transformed the way instructors teach and students learn. In order to effectively reach their students in this networked world, teachers must learn to utilize the latest technologies in their classrooms.

Chen and Bryer (2012) carried out a research work on Investigating and instructional strategies for using social media in formal and informal learning. The purpose of their study was investigates how educators use social media to connect formal and informal learning and allow students to connect in new meaningful ways. The findings of this study expand the knowledge about the use of social media and how these technologies can be used to connect formal and informal learning.

IDENTIFICATION OF RESEARCH GAP

As far as the investigator reviewed the related studies, it was found that there is a growing interest among scholars contributing to the awareness of social networking media in commerce among higher secondary students. From the reviews of the past studies, the investigator has recognized the typical research gap is the absence of using technology based on learning activities for creating awareness of commerce among higher secondary students. In this view, the present study is an attempt to bridge the existing gap found in the earlier studies and it would definitely create awareness among higher secondary students and they will learn easily and effectively through the social networking media.

OBJECTIVES OF THE STUDY

- To find out the level of awareness of social networking media in commerce among higher secondary students.
- To find out the awareness of social networking media in commerce among higher secondary students with regard to gender, locality of school, type of school and parent's qualification.

HYPOTHESES

1. There is no significant difference between boys and girls higher secondary students in their awareness of social networking media in commerce.
2. There is no significant difference between urban and semi urban higher secondary students in their awareness of social networking media in commerce.
3. There is no significant difference among government, government aided and private school higher secondary students in their awareness of social networking media in commerce.
4. There is no significant association between for the parent's qualification of their higher secondary students in their awareness of social networking media in commerce.

RESEARCH METHOD

The problem selected for the present study is concerned with survey type. The investigator has adopted the survey method, which subject to the gathering of evidence relating to current knowledge. In the present study investigator adopted self administrator questionnaire.

POPULATION AND SAMPLE

The population for the present study consisted of commerce higher secondary students in Coimbatore District. The investigator selected 240 higher secondary +1 level commerce students who are studying in Coimbatore District, Tamil Nadu. For this study investigator used stratified random sampling

technique. Among the samples 71 students were from government schools, 28 students were from government aided schools and 141 students were from private schools.

TOOL

The 'Social Networking Media Awareness Inventory' developed by the researcher which consists of 40 items.

DATA ANALYSIS

Table 1: Level of Awareness of Social Networking Media in Commerce among Higher Secondary Students

No. of Sample	Level	Percentage
31	Low	12.92
166	Average	69.17
43	High	17.92

Table 2: Awareness of Social Networking Media in Commerce of Higher Secondary Students based on Gender and Locality of School

Variable	Categories	N	Mean	SD	t-value	Table Value	Remarks at 5% level
Gender	Boys	56	26.78	8.11	2.42	1.96	Significant
	Girls	184	29.71	7.14			
Locality	Urban	199	28.76	7.85	1.56	1.96	Not Significant
	Semi Urban	41	30.30	5.14			

From Table-2, the calculated t-value (2.42) is greater than that of the table value (1.96) at 5% level of significance. Therefore the hypothesis-1 is rejected. This may be due to girls daily activities are mostly related with study and personal. But male mainly concentrate on outside people helping activities. So, male and female null hypothesis is rejected. Hence, there is a significant difference between boys and girls of commerce higher secondary students in their awareness of social networking media.

Table-2 also indicates that the calculated t-value (1.56) is less than the table value (1.96) at 5% level of significance. Therefore the hypothesis-2 is accepted. Thus there is no significant difference between urban and semi urban commerce higher secondary students in their awareness of social networking media.

Table 3: Awareness of Social Networking Media in Commerce of Higher Secondary Students based on Type of School

Source of Variation	Sum of Square	Df	MS	F	Table value	Remarks at 5% level
Between Groups	1873.28	2	936.64	19.42	3.00	Significant
Within Groups	11428.65	237	48.22			

From Table-3, the calculated F-value (19.42) is greater than that of the table value (3.00) at 5% level of significance. Therefore the hypothesis-3 is rejected. Thus there is significant difference among government, aided and private school commerce higher secondary students in their awareness of social networking media.

Table 4: Awareness Social Networking Media in Commerce of Higher Secondary Students based on and Parent’s Qualification

Parent’s Qualification	Categories	Low	Moderate	High	df	Chi-square Value	Table Value	Remarks at 5% level
Parent’s Qualification	Father	8(5.43)	27 (29.05)	7(7.50)	6	30.94	12.59	Significant
	Mother	10 (7.20)	40 (38.73)	6 (10.03)				
	Father	9 (6.00)	100 (85.76)	15 (22.20)				
	Mother	11 (19.25)	111 (103.05)	27 (26.70)				
	Father	6 (3.35)	11 (17.98)	9 (4.70)		20.37	12.59	Significant
	Mother	5 (4.94)	5 (10.37)	5 (2.69)				
	Father	8 (6.20)	28 (33.20)	12 (8.60)				
	Mother	5 (2.58)	10 (13.83)	5 (3.58)				

From Table-4, it is inferred that the calculated chi-square values 30.94 and 20.37 are higher than the table value (12.59) at 5% level of significance. Therefore the hypothesis-4 is rejected. This may be due to the fact that people, father knows the importance of social networking media and ample opportunities should be given the campus to express creative potentialities of awareness in their children. Hence, there is a significant association between parent’s qualifications of commerce higher secondary students in their awareness of social networking media. The educated mother will teach their children about social networking media knowledge and positive utilization strategies. She can import the necessary steps to implement various skills and knowledge to use right from the childhood in day to day activities. Hence, there is a significant association between parent’s qualification of commerce higher secondary students in their awareness of social networking media.

RECOMMENDATIONS

- Students should be encouraged to study more on the social networking media for educational purpose.
- Attitude of the teachers should be encouraging and should inspire the students to work on the social networking media as an innovative way to gain and update information.
- Awareness of social networking media in commerce should be increased.
- In this scenario students must have knowledge and skills to use social networking media and resources to achieve higher economic level for individual and national development.

CONCLUSION

The present study showed a high and good relationship between social networking media of higher secondary students. Social media become part of student’s life. So positive utilization strategies should be developed among higher secondary students. Use social networking media to promote, great teaching ideas, to encourage and educational reform and to celebrate each other’s successes.

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