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SOCIAL MEDIA BEHAVIOUR OF HIGHER SECONDARY STUDENTS IN RELATION TO CERTAIN SELECT VARIABLES

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ABSTRACT :

    This paper discovers the use of social media in digital era from web sites are among the most common motion of today's children and adolescents. Any web site that allows social interaction is considered as a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. These sites offer today's youth a portal for entertainment and communication and have developed exponentially in recent years. Even though Internet and social media to fulfill cognitive, affective, personal integrative, social integrative, and tension free altruistic needs. This study consists of 200 higher secondary students used simple random sampling technique. An analysis of the results was carried out using the SPSS software package. And the findings of this study shows that Social Media Behaviour has above average level, Study Skills have above average level and Personality have high level.

KEYWORDS : *Social Media Behaviour, Social Networking Sites, Study Skills, Personality.*

INTRODUCTION

    Internet next fetched advancing an embarrassment of benefits to human society and managed for reaching changes in various monstrosities. The contribution of internet is bringing forward the propensity of Social Networking Sites. It is highly vital sites which are the ancestors of communication development. Social Networking Sites empower rapid communication and social interaction across the world. Besides, innumerable facilities have been provided to those involved in social networking sites.

SOCIAL MEDIA

    Social Media refers to collaboration among people in which they create, share and exchange information and ideas in virtual communities and networks. Social networks are primarily web-based and provide various ways to interact through electronic media. They use software that empowers people to

connect and form virtual communities through Internet and provide communication facilities such as chat, messaging, email, video, voice chat, file sharing, blogging, discussion groups and so on. Various social networking websites are used not only by the students but also millions of people every day on a regular basis and it how looks that social networks is a part of daily life.

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Social Media use web-based technologies, desktop computers and mobile technologies (e.g., smart phones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online. They introduce extensive and universal changes to communication between businesses, organizations, communities and individuals. Social Media changes the way individuals and large organizations communicate. These changes are the emphasis of the emerging field of self-studies.

SOCIAL NETWORKING SITES

A Social Networking service is an online service, platform, or site that focuses on enabling social networks or social relations among people who, for example, share interests, activities, backgrounds or real-life connections. A Social Network service consists of aillustration of each user (often a profile), social links and a variety of supplementary services. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Online community services are occasionally considered as a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social Networking Sites allow users to share ideas, activities, events, and interest within their individual networks.

Introduction of social media networking sites has simplified communication. These are web-sites where users can create a profile and connect that profile to others to form an obvious personal network. They are web-based services that allow individuals to:
➢ Construct a public or semi-public profile within a restricted system
➢ Coherent a list of other users with whom they share a connection
➢ View and negotiate their list of connections and those made by others within the system.
➢ The nature and vocabulary of these connections may vary from site to site.

STUDY SKILLS

Education is the process of developing the dimensions and abilities of the individual so as to prepare that to be successful in a specific society or culture.Study Skills will be successful when educators fully know their subject matter and effectively communicate it to the students have a clear view of their capabilities, have good study habits and are able to use effective study skills. Learning how to study involves setting away the habits and ideas which have made study unfriendly and oppressive, and taking on habits and ideas which make study more amusing and fruitful.

PERSONALITY

Personality is implicit to mean simply something that enables some people to gain fortunateconsideration. Personality is the total quality of an individual. It embraces the external appearance, intelligence, thoughts, expression, creativity, individuality and behaviour. Personality is the result to interface between the genetic makeup, family and social environment. For example a child reared under strict circumstance may grow up passive, while another become adetermined over achiever. The term "Personality" is very commonly used in everyday life. It refers to characteristic that regularlyobviousthem in different situation.

OBJECTIVES OF THE STUDY

Based on the study the different strategies of social media behaviour, these are some objectives of the present study
1. To assess the Social Media Behaviour of higher secondary students in Tiruchirappalli District
2. To find out the Study Habits of higher secondary students towards Social Media in Tiruchirappalli District
3. To find out the Personality of higher secondary students towards Social Media in Tiruchirappalli District

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HYPOTHESIS OF THE STUDY

In line with above objectives of the study, the following hypotheses have been formulated for the study.

1. Social Media Behaviour of higher secondary students in Tiruchirappalli District is low.
2. The Higher Secondary Students Study Skills is negative.
3. The Higher Secondary Students Personality towards Social Media is negative.

METHODOLOGY

The investigator followed the survey method for the study. Social Media Scale, Study Skills inventory and Personality Scale was developed and administered by the investigator to the Higher Secondary Students in Tiruchirappalli District.

SAMPLE

The population for the study consisted of plus one and plus two students in Tirchirappalli District. The investigator selected 200 students from the selected higher secondary schools by using simple random sampling technique.

STATISTICAL TECHNIQUES USED

The data were tabulated and statistically analyzed by percentage analysis.

DATA ANALYSIS

HYPOTHESIS – 1

Social Media Behaviour of higher secondary students in Tiruchirappalli District is low.

Table 4.1

The Mean and Standard Deviation for theSocial Media Behaviour of higher secondary students

Variable	N	Mean	Maximum Score	S.D
Social Media Behaviour	200	95.7	120	10.5

From the above table (4.1) the Social Media Behaviouramong Higher Secondary Students is found to be above average. This is evidenced by the Mean value 95.7, which is for above the mid value 47.9 of maximum score 120. It is inferred that the Social Media BehaviouramongHigher Secondary Students is found to be above average level.

HYPOTHESIS – 2

Study Skills of higher secondary students in Tiruchirappalli District is negative.

Table 4.2

The Mean and Standard Deviation for theStudy Skills of higher secondary students

Variable	N	Mean	Maximum Score	S.D
Study Skills	200	72.14	120	15.44

From the above table (4.2) the Study Skills among Higher Secondary Students is found to be above average. This is evidenced by the Mean value 72.14, which is for above the mid value 47.9 of maximum score 120. It is inferred that the Study Skills among Higher Secondary Students is found to be above average level.

HYPOTHESIS – 3

Personality of higher secondary students in Tiruchirappalli District is low.

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Table 4.3
The Mean and Standard Deviation for thePersonality of higher secondary students

Variable	N	Mean	Maximum Score	S.D
Personality	200	194.76	120	22.54

From the above table (4.3) the Personality among Higher Secondary Students is found to be above average. This is evidenced by the Mean value 194.76, which is for above the mid value 47.9 of maximum score 120. It is inferred that the Personality among Higher Secondary Students is found to be high level.

FINDINGS OF THE STUDY

1. The Social Media Behaviour among Higher Secondary Students is found to be above average level.
2. The Study Skills among Higher Secondary Students is found to be above average level.
3. The Personality among Higher Secondary Students is found to be high level.

CONCLUSION

Social networking sites are a boon. It should be improved by ourselves or to reduce. But children and teenagers must be guided by their teachers because they can easily be manipulated and affected by cyber threats. Everyone should not disclose too much personal information because it's risky. Life will be great, spend less time on social networking sites and more time in the real world.

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