



ISSN: 2249-894X
 IMPACT FACTOR : 5.7631(UIF)
 UGC APPROVED JOURNAL NO. 48514
 VOLUME - 8 | ISSUE - 8 | MAY - 2019



DEVELOPMENT AND STANDARDIZATION OF SOCIAL CONSCIOUSNESS OF SOCIAL NETWORKING SITES SCALE (SCSNSS)

V. Ajantha¹ and Dr. V. Sharmila²

¹Ph.D Scholar , Department Of Educational Technology
 Tamilnadu Teachers Education University,
 Chennai.

² Assistant Professor , Department Of Educational
 Technology , Tamilnadu Teachers Education University
 Chennai.

ABSTRACT:

The advancement in Information Technology leads to the emergence of social networking. It is currently being used regularly by millions of people in the world. Social Networking Sites are the most recent and popular trend today, especially among college students. Social Networking sites had gained popularity because of the availability of the Internet. Social

networking sites are websites which needs internet access to connect with the users to one another. It is about connecting the users with their friends, family and with new people as well. These networks allow members to share information, photographs and videos. It also helps users to organize events, chat and play online games. Social consciousness can be generated through Social Networking Sites and it maintains the status of a virtual public sphere of access to information and discussion where opinions can be shaped and a forum, its users believe, has the power to mobilize change. Hence the investigator decided to construct and validate the Social Consciousness of Social networking sites scale (SCSNSS) among college students.

KEYWORDS: social networking sites, social consciousness.

INTRODUCTION :

“Social” as the sounds deals with the way we communicate in our society, in which we meet and spend time with other people and Network is the connection of parts together to allow movement or communication with other parts. Social networking is the connection of friends or family together which allow us to communicate easily. The growth and popularity of social networking sites have generated concerns among

school authorities, communication experts and socio-psychological researchers about the benefit and potential risks facing undergraduates, as they engage in online social networking to cater for their social and information needs rather than oral or face-to-face communication.

DEVELOPMENT OF THE SCALE:

As there is no suitable scale available to study students’ the Social Consciousness of Social networking sites the investigator has decided to construct and standardize a scale to measure the students’ Social

Consciousness of Social networking sites. As the first step the investigators collected varieties of information from various sources like website search, Journals, Books, experts in colleges and in universities. It is of ‘Likert type scale’ having as many as 46 statements. They were positively and negatively worded. The statements were categorized with the expert’s opinion. Each statement is set against a five point’s scale of by five different responses of ‘SA’, ‘A’, ‘UD’, ‘DA’, and ‘SD’. The scores in this scale range from 46 to 230.

PILOT STUDY OF THE SCALE:

This scale of 46 statements intended for the pilot study was administered to the sample of as many as 100 arts and science college students studying in the various arts and science colleges of vellore district, Tamilnadu. Then their responses have been scored carefully and arranged in the order from the highest scorer to the lowest scorer. Then they were subjected to item analysis.

ITEM ANALYSIS:

The next step in the standardization of an the Social Consciousness of Social networking sites scale (SCSNSS) after pilot study is to find out the 't' value of each statement, which forms the basis for item selection in order to build up the final scale. The Likert type scale calls for a graded response to each statement on a five-point scale ranging from 'SA', 'A', 'UD', 'DA', and 'SD'. 100 students were found out and they were ranked from the highest to the lowest score. Then 25% of the subjects (High) with the highest total scores and 25% of the subjects (low) with the lowest total scores were sorted out for the purpose of item selection. The high and the low groups, thus selected, formed the criterion groups and each group was made up of 25 higher secondary students (Edward.L.Allen., 1957). It may be recalled that each statement is followed by five different responses of 'SA', 'A', 'UD', 'DA', and 'SD' in the Social Consciousness of Social networking sites scale. As already indicated weights are given for the response category in respect of each statement. Then each statement was taken individually and the number of students who responded 'SA', 'A', 'UD', 'DA', and 'SD' was found out in both the high and low groups separately. Thus for all the 46 statements, the number of Arts and science college students coming under each category was found out separately for both the high and the low group. The value of 't' is a measure of the extent to which a given statement differentiates between the high and low group. If the 't' value is equal to or greater than 1.75 it indicates that the average response of the high and low groups to a statement differs significantly, provided there are 25 or more subjects in the high group and also in the low group (Edward.L.Allen., 1957).

TABLE-1
RANK ORDER OF ITEMS IN THE SOCIAL CONSCIOUSNESS OF SOCIAL NETWORKING SITES SCALE (SCSNSS) BASED ON 't' VALUES

STATEMENT NUMBER	NATURE OF STATEMENT	"t" VALUE	ITEM SELECTED
1	Positive	1.90	S
2	Positive	1.63	NS
3	Positive	2.78	S
4	Positive	0.28	NS
5	Positive	2.15	S
6	Positive	2.62	S
7	Positive	2.34	S
8	Negative	5.89	S
9	Negative	2.79	S
10	Negative	2.91	S
11	Negative	0.37	NS
12	Negative	2.68	S
13	Positive	2.20	S
14	Positive	2.39	S
15	Positive	2.67	S
16	Negative	3.11	S
17	Positive	2.62	S
18	Negative	2.11	S
19	Positive	2.35	S
20	Positive	2.13	S
21	Positive	3.95	S

22	Positive	3.19	S
23	Positive	2.88	S
24	Positive	5.67	S
25	Positive	3.42	S
26	Positive	1.85	S
27	Positive	3.32	S
28	Positive	1.13	NS
29	Positive	3.78	S
30	Positive	2.61	S
31	Positive	3.52	S
32	Positive	2.44	S
33	Positive	1.97	S
34	Negative	2.19	S
35	Negative	3.45	S
36	Negative	2.41	S
37	Negative	1.86	S
38	Negative	1.78	S
39	Positive	1.82	S
40	Positive	2.13	S
41	Positive	0.73	NS
42	Positive	0.98	NS
43	Positive	1.84	S
44	Positive	0.24	NS
45	Positive	1.82	S
46	Positive	1.93	S

S –selected, NS- not selected

The present study there are 25 subjects each in the high and low groups, the total number of subjects involved in the pilot study being 100. As many as 39 statements having the highest value have been chosen in order to form the final scale (Table-1).

SCORING PROCEDURE:

The scoring procedure is given in the table furnished below:

Table -2

Nature of the Statement	Strongly disagree	disagree	Undecided	agree	Strongly agree
Positively Worded	5	4	3	2	1
Negatively Worded	1	2	3	4	5

VALIDITY:

Validity reveals the merits of our measurement the Social Consciousness of Social networking sites scale (SCSNSS) was given to the experts (25 members) in order to find out its content validity. The experts agreed that the items in the scale provided adequate coverage of the concept. The Social Consciousness of Social networking sites scale (SCSNSS) also has construct validity.

RELIABILITY:

Reliability refers to the consistency with which a test measures, whatever it measures. The concept of reliability suggests both stability and consistency of measurement. The investigator calculated the reliability analysis and it was given in the following table.

Table -3**Table showing the reliability method and co-efficient values**

Method of Reliability Analysis	Reliability Co-efficient
Correlation between forms	0.714
Equal-length Spearman-Brown	0.743
Guttman Split half	0.722
Unequal-length spearman-Brown	0.717

PERCENTILE FORM

The following table represents the percentile norm for this the Social Consciousness of Social networking sites scale (SCSNSS)

Table-4

Percentile	Score range	Norm
Below P25	Below 108	Low level
P25 to P75	108-162	Average level
Above P75	Above 62	High level

CONCLUSION:

The investigator believe that this scale would be a contribution to the field of educational technology and those who want to measure the value pattern anywhere in this country will find this scale very useful.

REFERENCES:

- Best, John, W., and James Kahn.V., (1999) Research in education, Seventh Edition Prentice Hall of India Private Limited, New Delhi.
- Edwards. L. Allen, (1957), "Techniques of attitude scale Construction", Vakils Feiffer and Simons (P) Ltd, Bombay. India.
- Naga subramani P.C., (2012). "Development and Standardization of an attitude scale for using modern technology", Review of Research journal,V.2,n2,P.6-10



V. Ajantha
Ph.D Scholar , Department Of Educational Technology Tamilnadu Teachers Education University ,Chennai.