

Chapter 1
Introduction

CHAPTER-1

INTRODUCTON

1.0.0 Introduction-

The term social media refers to a computer-based technology that facilitates the sharing of ideas, thoughts, and knowledge through virtual networks and communities. Social media is internet-based and gives users quick electronic communication of content, such as personal information, documents, videos, and photos. Users engage with social media via a computer, tablet, or smartphone via web-based software or applications

There are more than 3.8 billion social media users around the world. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million

For individuals, social media is used to keep in touch with friends and family members. Some people will use various social media applications to network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of a virtual social network.

Social media has changed the way we all interact with each other online. It gives us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at our fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more reachable.

While social media has its positive side, many point to the platform and call out negative features, likening its overuse to an addiction. Some contest it contributes to distraction, stress, and anxiety. The National Centre for Biotechnology Information links heavy social media use to depression. Social media may also be a conduit for misleading information and falsehoods.

Social media has become a growing phenomenon with varied definitions in academic use. Social media refer to media used to enable social interaction. Therefore, the term social media (technology) refers to web – based applications that allow the individuals and organizations to create, engage and share new user generated or existing content through multi way communication.

Social Media is a set of Internet-based applications that harness network effects by facilitating collaborative and participative computing social media technologies include Wikis, blogs, RSS, aggregation, mash-ups, audio blogging and podcasting, tagging and social bookmarking, multimedia sharing, and social networking.

Basic forms of social media: Though innovation and change are prevalent, at this time, social media can be classified based on their common characteristics as follows

1. Social networks: These sites allow people to build personal web pages and then connect with friends to share content and communication. The biggest social networks are Facebook, WhatsApp, Instagram, Telegram and Snapchat.
2. Blogs: This is perhaps the best-known form of social media. Blogs are online journals, with entries appearing with the most recent first.
3. Podcasts: Audio and video files that are available by subscription, through services like Apple iTunes and Pinterest.
4. Wikis: These websites allow people to add content to or edit the information on them, acting as a communal document or database. The best-known wiki is Wikipedia, the online encyclopaedia that has over 2 million English language articles.
5. Forums/Social news websites: These are areas for online discussion, often around specific topics and interests. Forums came before the term 'social media'. It is a powerful and popular element of online communities. Ex: Reddit.
6. Content communities: These organize and share particular kinds of content. The most popular content communities tend to form around photos (Flicker), bookmarked links and videos (YouTube).
7. Micro blogging: This is a form of social networking combined with bite-sized blogging, to distribute small amounts of content ('updates') online and through the mobile phone network. Twitter is the clear leader in this field.

Social Media offer plenty of opportunities for learning and interactions for student community. These websites attract students, as it is easy to share information, files, pictures, and videos, create blogs and send messages instantly. These can also be good educational aids as students can access information for their projects, homework and research. They can even share and express their thoughts and ideas as a form of freedom of speech, find information, inspiration from like-minded people, communities and collaborators faster than ever before.

Social media, the new form of information and communication technologies, provide means of supporting informal learning in e-learning and technology enhanced learning with their possibilities to communicate, reflect, and collaborate. These emerging trends have made learning more enjoyable, attractive, interactive and effective.

In the field of education, the social media plays a tremendous role. The students can have abreast of knowledge in the subject contents, as they acquire everything through web sources. It has become evident that the learners no need of relying only upon the textual and lecturer. Even the teachers and demonstrators have also widely depended on the net sources & social media, which ensures them to acquire wider knowledge in the content deliverance. The contents, study packages have readily been available on the web source, which can readily be discussed with the peer members in the social media. This is turn will shape and characterise their updating in the particular topic and even content deliverance to the learner society, thus the social media has made the teaching – learning process livelier and more virtual. Educators are now engaged with social media with significant interest in the use of social networks informal education, which covers the curiosity of the learners. Social media present opportunities to shift from teacher-centred to learner centred class room by allowing maximum collaboration and participation. This is realistic because social media makes it possible to individualize learning while providing means for group work and interaction.

However, teachers are in a challenging situation to engage students in academic activities. Although many teachers are using social media as a form of communication between teachers, parent communities, and students, not many are confident in acquiring social media for engaging pedagogy. Therefore, educators' investigations become critical concerning the impact of these technologies on children's overall development. As any technology will have both advantages and disadvantages, it is

essential to identify the advantages and accept them with a will to overcome their limitations in due time. With a well-tuned mindset, it is possible to look into the benefits of social media rather than considering them as a threat to human development in order to advance with novel ideas to make use of the available technologies around us.

Achievement is the key factor of comparison not only with the peers, but also is a means of reflective practice for personal progress. Achievement in life closely relates to a number of learning experiences received by a child in and outside the school. However, academic achievement is not only the result of the exams taken in formal learning. It is a complex behavioural aspect and is a result of host of factors such as the external factors like home environment, school environment and internal learner characteristics like interest, intelligence, aptitude, anxiety, individual difference, etc. Academic achievement is the sum total of achievement made in all school subjects. It means that the scores or marks obtained by the students in various types of tests and exams conducted by the teachers in the class or both by the school teachers and the board of exams. The tests, verbal or written examination of different kinds help in measuring the academic achievement. According to Hawes (1982), "Academic Achievement is successful accomplishment or performance in a class or course which is typically summarized in various types of grades, marks, scores as descriptive commentary. Academic achievement, where academic is related to study and achievement is linked to attainment or accomplishment. The nation's progress is interlinked to academic achievement. It is basically a benchmark of one's success in life as it is a major determinant of the quality of teaching-learning process. Achievement is defined by the level of proficiency or competence attained in some areas, but if we talk about academic achievement, it depends on the learning environment and the ability to adapt to the environment. It is basically denoted as a learning outcome that we see in the students. It also provides equity in educational areas. Academic achievement highly depends on the learning environment and the capacity of the students to get used to the learning environment. It helps in recognizing the hurdles that one encounters in the educational areas. It also helps in catering to the behavioural aspects at different points of their phase. Academic achievement is used to determine how well a student is able to assemble, withhold and transact the knowledge that has been learned or grabbed in an effective manner. It helps in analysing how the quality of education is teaching-learning

is taking place in school. It motivates learners intrinsically and extrinsically to outshine in academics.

Academic achievement plays a very important role as it also plays a role in the promotion of students from one grade to the other. It stands as a parameter for which institution a student will join, but this trend is slowly changing. It is like an index that determines what quality of life and lifestyle that person will live. If the achievement is in terms of good sense, then students will develop a feeling of self-confidence and self-respect and will also help to gain societal prestige in this hard-fought competitive world. Academic achievement depends on numerous factors like cognitive factors which include intelligence, reasoning ability, higher-order thinking ability and problem-solving. It also includes non-cognitive factors like inspiration and self-concept. Some affective factors, school, home and demographic factors also play a role in determining academic achievement.

Students are exposed to online learning platforms nowadays, due to COVID-19 pandemic, it has witnessed the closure of educational institutes and which has disrupted the normal lifestyle across the globe and many institutions, schools shifted their base towards virtual platform to conduct online classes. Students also spent a lot of time on social media networks. Social media allows e-learning opportunities to the students. Students can connect with learning groups by using social media accounts. Popularity of social media is great among the students in today's world of online learning. As social media has emerged as effective spot for sharing, reviewing and getting quick responses to any doubts the students have. Social media also helps students to connect with their fellows' mates to discuss and share information. Students spend more time on social networking sites for social purposes than academic purposes (Yang & Tang, 2003).

Senior secondary students as they are new to social media sites apart from learning the students also got involved with the social media sites for chatting, sharing photos, making new friends, as these activities are much entertaining and the students gets addicted or habituated to these activities which affects their academic performance.

As the senior secondary students moving towards their future goals, they are more acquainted with the social media usage which affect the academic performance of the senior secondary students. so, the researcher conducted a study to know the 'Academic Achievement of Secondary School students in relation to social media usage'.

1.0.1 Statement of problem-

The social media usage amongst students is gaining enormous popularity day by day. Many students get habituated to the use of social media and it could affect their academic performance.

The problem under the present study has been stated as “A STUDY OF ACADEMIC ACHIEVEMENTS OF SENIOR SECONDARY STUDENTS IN RELATION TO SOCIAL MEDIA USAGE”

1.0.2 Justification of the study-

The researcher has an interest in knowing how the social media influence the academic achievement of the senior secondary students during this COVID-19 pandemic as during these days all the students are involved in online learning and the use of social media is huge among them.

- The researcher wants to conduct the study, as no study conducted in the particular district basing on the academic achievements of senior secondary students and social media usage among them.
- The study also compares the mean scores of academic achievement and social media usage of senior secondary school students which is not found in any of the researches in Odisha

1.0.3 Operational definitions of key terms

1. social media-

Conceptual definition- social media is an internet-based and gives users quick electronic communication of content, such as personal information, documents, videos and photos.

Operational definition- social media for the present study can be defined as the sites students use for sharing information, ideas, for online learning, connect with fellow mates and content-sharing.

2. Academic achievement-

Conceptual definition- Academic achievement describes academic outcomes of the students.

It is defined as the mastery accomplished in areas of academic works. It is the level of learning outcome in the areas linked like knowledge, understanding, skill in relation to co-scholastic activities.

Operational definition-Academic achievement for the present study can be defined as final scores obtained by the senior secondary students studying in class XIIth in their previous class that is class XIth in the session 2020-2021

3. Senior secondary students -

Conceptual definition-Senior secondary school students are students of later adolescent groups.

Operational definition-For the present study researcher take the students of class 11th and 12th for the study of social media usage by using questionnaire tool.

4. Gender -

Conceptual definition- it is defined as the characteristics and roles of males and females that are socially constructed.

Operational definition- Gender for the present study can be defined as how score vary for both genders accordingly.

1.0.4 Significance of the study

In today's technological era, the use of social media is very common amongst the students. The study is significant as it guides the students towards the proper usage of social media in their life as nowadays, they remain much involved in online learning and proper usage of social media networks is very important for them. The study also aware the students to reduce the addictive activities in social media in which they are involved in as it affects their academic performance.

1.0.5 Objectives of the study

objective 1

1.To study the types of social media platforms used among by senior secondary students.

Objective 2-

2.1. To compare the mean scores of academic achievements of senior secondary students

2.2- To compare the mean scores of academic achievements of senior secondary male and female students

Objective 3

3.To compare the mean scores of social media usage of senior secondary students.

Objective 4

4.To study the relationship of academic achievement with social media usage of senior secondary students.

1.0.6 Hypotheses

1. There is no significant difference in the mean scores of academic achievements of male and female senior secondary students.
2. There is no significant difference in the mean scores of social media usage of male and female senior secondary students.
3. There is no significant relationship between academic achievement with social media usage of senior secondary students.

1.0.7 Delimitations-

1. In the present study only two variables are taken into consideration that are social media as independent variable and academic achievement as dependent variable.
2. The present study is confined only for senior secondary students only, it is not generalized for elementary and secondary school students.
3. The present study is delimited to some schools of Odisha.
4. The present study considers only Gender (Male and Female) as demographic variables out of so many independent demographic variables.

1.0.8 Chapterization of the study-

Chapter 1 has dealt with a brief introduction, statement of the problem, justification of the study and significance of the study, operational definition of key terms, objectives, null hypothesis, and delimitation of the study.

In chapter 2 a brief review of related literature and how the related literature helped the investigator to design the present study are discussed. While presenting this chapter an attempt had been made to arrange reviews, based on the key concepts extracted from the problem selected for the study.

In chapter 3 the methodology adopted for the present study is discussed. This chapter includes methods of research, research design, variables of the study, the population of the study, a sample of the study, tools used for the collection of data, data collection procedure, scoring procedure and plan for analysis of data together with the statistical techniques used in the study are discussed.

Chapter 4 deals with the analysis and interpretation of the data.

Chapter 5 presents a brief summary of the study. It will also present needs and importance, findings, educational implications and suggestions for further research.