

CHAPTER-3
RESEARCH METHODOLOGY

3.1 INTRODUCTION

This chapter includes a complete description about the research methodology that was utilized in the study. This chapter is organized into several sections that provide a framework within which to describe the research plan.

One of the most important choices that any researcher should make in the construction of his or her study is the research design. The researcher should choose the research design which would help him or her to find best possible answers to the formulated research questions. Research methodology should be employed in a systematic way so as to get an error free result. It includes the research design, construction of research tool, sampling procedures, methods of data collection and statistical techniques used for the present study.

3.2 STATEMENT OF THE PROBLEM

“A Study on Usage of Social Networking Sites for Academic Purpose by Secondary Level Students.”

Social networking sites is an online platform which people use to build social networks or social relationships with other people who share similar relationships with other people who share similar personal or career content, interests, activities.

Social networking sites help the students in directing their own learning, creating knowledge, sharing information by engaging in virtual networks away from the formal settings (Kop & hill, 2011; Delello, Mcwhorter & Camp, 2015). Social media increases attention, interest, engagement, social connections and strengthens the learning environment (Perry, Dalton & Edwards, 2009).

The students of present days are well-versed with usage of the internet. Social media facilitates collaboration between people catalyzing social interaction that fosters a sense of belonging and networking (Shahibi & Rusli, 2017). Students in present day are using social networking sites very extensively. Social networks, discussion forums, blogs, wikis, and other technologies have become part of their daily activities. The students had positive attitudes regarding the use of social media as a source of teaching. They use these technologies to improve the learning process. Social media helps them to seeking educational information to complete tasks and develop skills grammar,

vocabulary knowledge, listening, writing and reading to learn foreign languages. A considerable part of student's use of social networks to post notices about school, promoting their success in school, solving puzzles, making subject-based projects, practicing foreign language with native speakers and talking with friends often for solving their homework.

3.3 OBJECTIVES

1. To explore the usage of social networking sites for academic purpose in terms of:

- Amount of time spent
- Reasons for using it
- Most preferred sites for networking
- categories of networking sites used

2. To study the problems associated with the use of social networking for academic purpose by secondary level students.

3.4 THE RESEARCH DESIGN

The design of this study is survey under descriptive method. In this method a set of questions were asked to target people in order to gather information as per their knowledge and awareness. Educational survey allows us to gather feedback and opinions from the learners or educators and then use these findings to drive continual improvement across any number of educational areas. In the present study survey method was employed to gather information regarding the usage of social networking sites on academic purpose.

3.5 CONSTRUCTION OF RESEARCH TOOL

The investigator reviewed various literatures and research study conducted in the selected problem. A questionnaire was prepared by the investigator to study the usage of social networking sites on academic purpose.

3.5.1 DESCRIPTION OF THE TOOL

In order to find the usage of social networking sites on academic purpose the researcher constructed a self-made questionnaire to study the usefulness of social-

media on academic purpose among secondary level students. The personal data sheet is prepared for the respondents to collect data like Name, name of school, gender and class. The respondent had to give their personal details in the mentioned space.

3.5.2 QUESTIONNAIRE TO STUDY THE USAGE OF SOCIAL NETWORKING SITES FOR ACADEMIC PURPOSE BY SECONDARY LEVEL STUDENTS

The researcher thoroughly gone through many related literatures and consulted with guide to prepare the questionnaire for the study. The questionnaire comprised of items relating to the multiple choices, yes/no and ranking type, which was prepared to achieve the three objectives of the study.

1. It included 15 questions out of which 6 questions were of multiple choice on which students had to tick one option.
2. Question no.7 was asked from students to know the reason associated with the use of social networking sites for academic purpose. Students had to rank various academic activities as mentioned in the questions.
3. Question no.8 to question no. 15 were of YES/NO type which was asked to find out the problems faced in assessing social networking sites for academic purpose.

3.6 STANDARDIZATION OF THE TOOL

The self-made tool prepared by the investigator was hand over to the experts to identify the fitness of the tool and also for better refinement which gave the confidence to the researcher that he is going in a right direction of tool construction.

3.6.1 VALIDITY OF THE TOOL

Validity refers to how accurately a method measures has it is intended to measure. The items in the tools were based on the relevant literature and also with proper consultation of experts in the specific field. The suggestion and recommendations were taken into consideration while preparing the tool. Therefore the tool have content validity.

3.6 SAMPLE AND SAMPLING TECHNIQUE FOR THE STUDY

Sampling is the statistical process of selecting a subset of a population of interest for purposes of making observations. And inferences about that population. The sample of the study was the secondary school students of Odisha Adarsh Vidyalaya, Koraput, Odisha. Purposive sampling technique was used in the present study and total of 40 students were selected on a random basis.

3.7 VARIABLES USED IN THE STUDY

A variable can be defined as an attribute of a person, a piece of text or an object which varies from time to time. It represents the measurable traits that can change over the course of a scientific experiment. In the present study usage of social networking sites is the dependent variable.

3.8 DATA COLLECTION

For collection of data the researcher approached the head of the institution and explained in detail about the objectives of study and got the permission to collect data from the sample. After getting permission, the researcher distributed the self-made questionnaire to the selected sample with proper explanation of the need and significance of the study. Students were felt free to write their responses in the given questionnaire. The data collected from the students were tabulated for analysis.

3.8 STATISTICAL TECHNIQUE USED

Percentage analysis was used by the researcher to find out the results of the collected data.

3.11 CONCLUSION

The methodology section mentioned in this chapter was followed by the investigator and gathered required information through self-made tool. The collected data is to be analysed in the subsequent chapters.