

CHAPTER- 4

DATA ANALYSIS, INTERPRETATION

DISCUSSION AND RESULT

4.1 INTRODUCTION

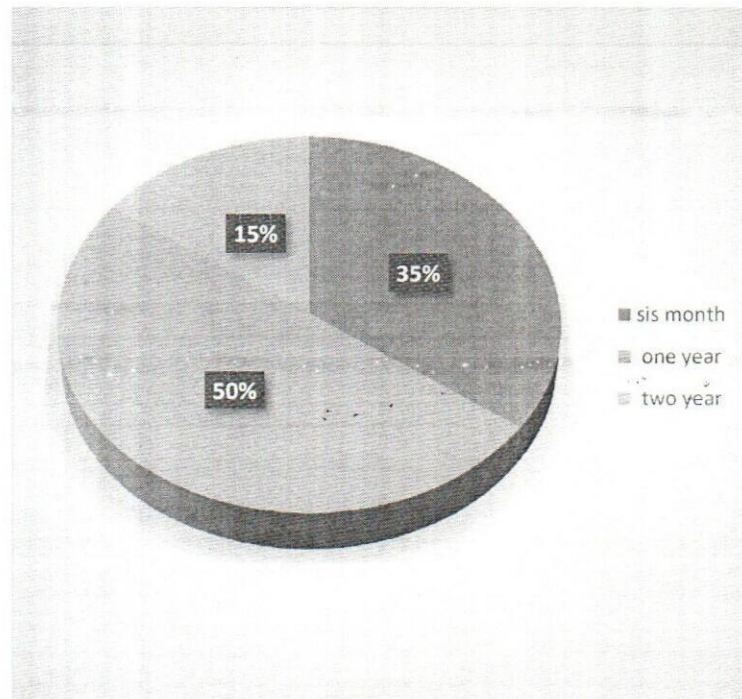
In the process of conducting research although each and every stage has its own importance but analyzing, and interpreting data procedures has key implications as the nucleus of the study relies on it.

The data collected from the selected sample has no meaning unless it is arranged, analyzed and interpreted for drawing conclusions and valid generalizations. Though the collected data may be valid, reliable and adequate, it may not serve any worthwhile purpose unless it is carefully and systematically classified, tabulated, scientifically analyzed, intelligently interpreted and rationally concluded (Agarwal,2000).

4.1.1 TABLE 1- Percentage distribution of students using social networking sites for academic purpose since

Six months	One year	Two Year	More than two Year
35%	50%	15%	-

GRAPH 1- Percentage distribution of students using social networking sites for academic purpose since



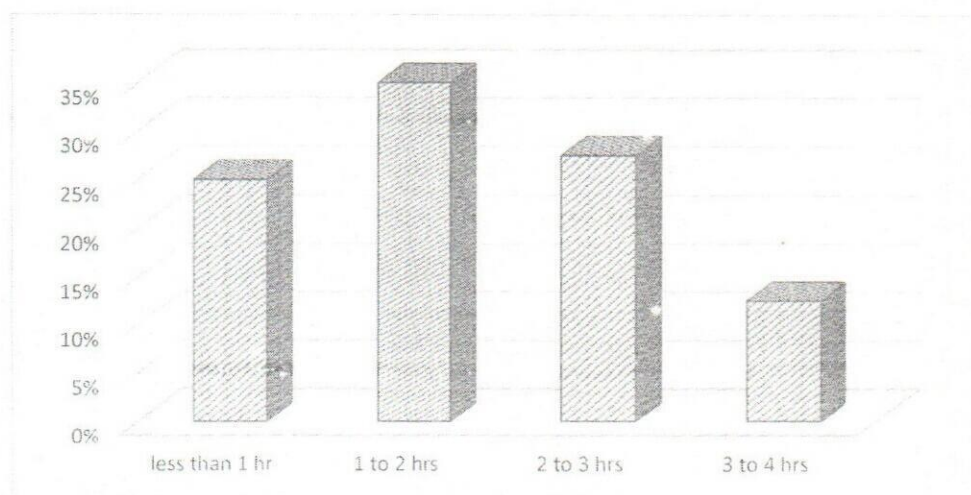
INTERPRETATION

Above table 1 and graph 1 depicts that out of total number of respondents majority (50%) of them reported that they have been using social networking sites for academic purposes from 1 year. 35% of students are using social media from six months and only 15% of them are using social networking sites from 2 year.

TABLE 2- The amount of time spends on social networking sites for academic purpose in a single day

Less than 1hr	1-2hrs	2-3hrs	3-4hrs	Total
25%	35%	27.5%	12.5%	100%

GRAPH 2- The amount of time spent on social networking sites for academic purpose in a single day



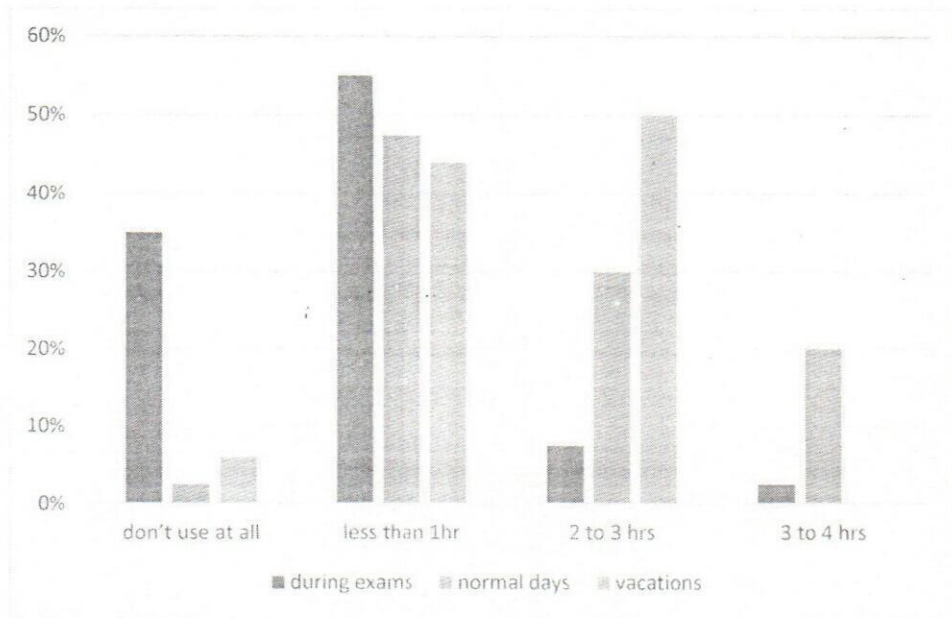
INTERPRETATION

From above Table 2 and Graph 2 it was interpreted that the amount of time spent by students on social networking sites in a single day, 25% of the students informed that they use social networking sites for academic purposes for less than 1 hour, 35% informed that they use social networking sites upto 2 hours, 27.5% use upto 3 hours for academic purpose and remaining 12.5% use social networking sites for 3-4 hours in a single day.

TABLE 3 - Percentage of time spend by sample on social networking sites for academic Purpose

Days/time	Don't use at all	Less than 1 hr	2 to 3 hr	3 to 4 hrs
During exams	35%	55%	7.5%	2.5%
Normal days	2.5%	47.5%	30%	20%
Vacations	6%	44%	50%	-

GRAPH 3- Percentage of time spend by sample on social networking sites for academic purpose



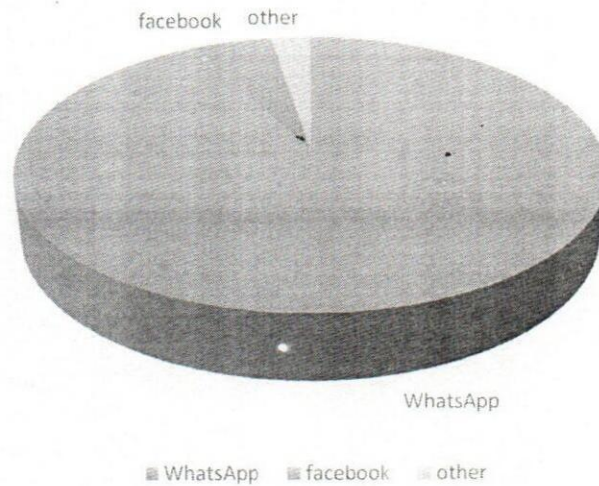
INTERPRETATION

From the Table 3 and Graph 3 it was found that during exams 35% students informed that they don't use at all, more than half reported that they use them for less than 1hr, 7.5% between 2-3 hours and rest of the students (2.5%) said they go for more than 2-4 hours for using social networking sites for academic purpose. 47.5% students go for social media less than 1 hour and in vacation half of the students use social networking sites for 2-3 hours and only 2.5% students reported that they go for social networking sites for 3-4 hours. During normal school days 2.5% said they do not use social networking sites during school days, 47.5% said they use social networking sites for less than 1 hour, 30% said between 2-3hours and rest 20% said between 3-4 hours. During vacations half of the students (50%) stated that they go on social networking sites for 2-3 hours, 44% said less than 1 hour and 6% stated they do not use social media during vacations.

TABLE 4- Percentage distribution of preferred social networking sites for academic purpose by the students

WhatsApp	Facebook	Other
92.5%	5%	2.5%

GRAPH 4- Percentage distribution of preferred social networking sites for academic purpose by the students



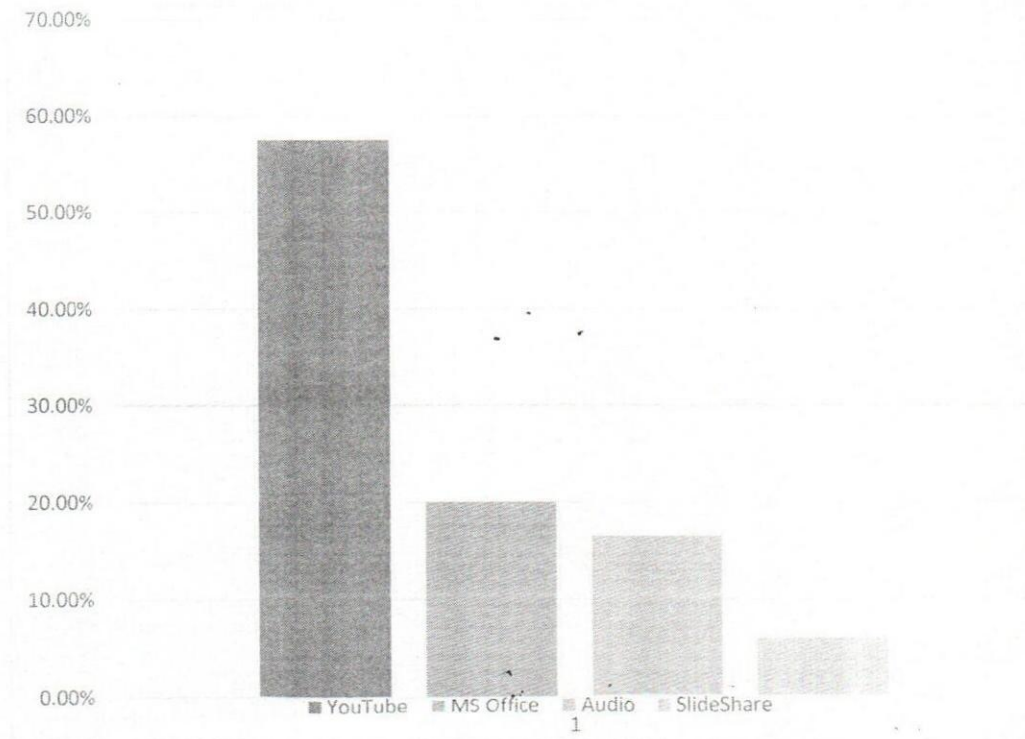
INTERPRETATION

The above Table 4 and Graph 4 illustrates that most preferred social networking sites reported by students is WhatsApp, 92.5% followed by Facebook having 5% and 2.5% other social networking sites for academic purposes.

TABLE 5- Percentage distribution of various content community platform preferred for learning by the students

YouTube	MS Office docs	Audio(podcasts)	SlideShare (PPT)
57.5%	20%	16.5%	6%

GRAPH 5- Percentage distribution of various content community platform preferred for learning by the students



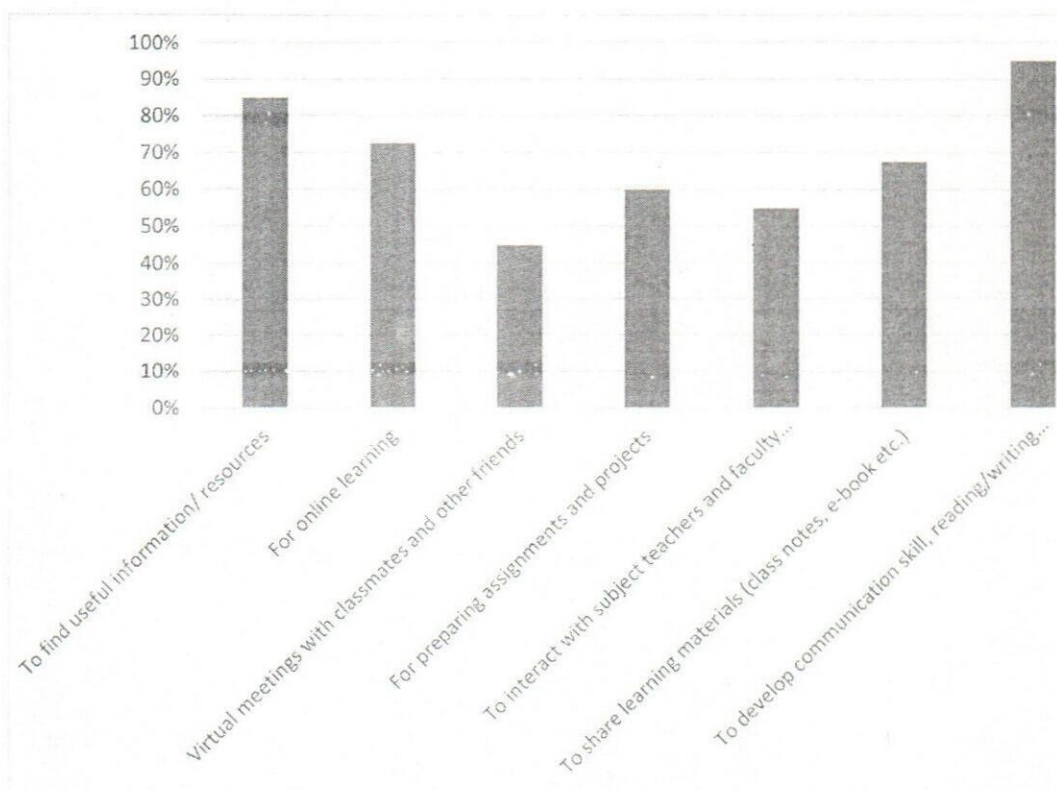
INTERPRETATION

Table 5 and Graph 5 depicts that most preferred content community platform for academic purpose is YouTube (57.5%). Further 20% students preferred MS Office docs for content exchange. Third and fourth preference was given to audio (16.5%) and SlideShare (6%) respectively.

TABLE 6 - Percentage distribution of secondary students towards the reason associated with use of social networking sites for academic purpose

Sl. no	Academic activities	Percentage
1	To find useful information/ resources	85%
2	For online learning	72.5%
3	Virtual meetings with classmates and other friends	45%
4	For preparing assignments and projects	60%
5	To interact with subject teachers and faculty members	55%
6	To share learning materials (class notes, e-book etc.)	67.5%
7	To develop communication skill, reading/writing skills by using social network	95%

GRAPH 6 - Percentage distribution of secondary students towards the reason associated with use of social networking sites for academic purpose



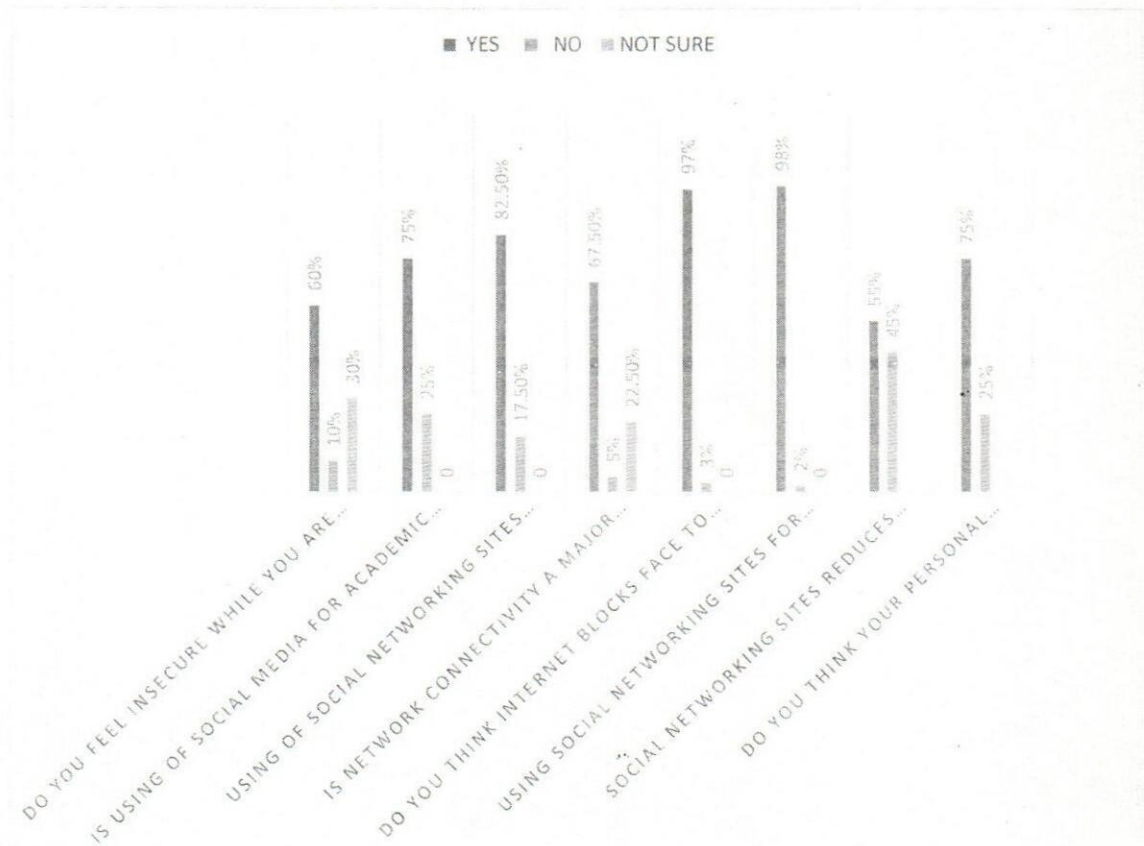
INTERPRETATION

From the above table 6 and graph 6 it was found that majority of the students use social networking sites to develop communication skill, reading/writing skills (95%) and 85% uses social networking sites to find useful information/resources followed by 72.5% for online learning. A fairly good percentage of user students (67.5%) for sharing learning materials (class notes, e-book) and 60% for preparing assignments. 55% of them reported that they use social networking sites to interact with subject teachers and faculty members.

TABLE 7 - Percentage distribution of students towards the problems associated while using social networking sites for academic purpose

QUESTIONS	YES	NO	NOT SURE
Do you feel insecure while you are sharing any study material in social networking sites?	60%	10%	30%
Is using of social media for academic purpose hampers your personal or social life?	75%	25%	-
Using of social networking sites requires spending of more money and time?	82.5%	17.5%	-
Is network connectivity a major hurdles in assessing social media for academic purpose in INDIA?	67.5%	5%	22.5%
Do you think internet blocks face to face interaction between teachers and students?	97%	3%	-
Using social networking sites for academic purpose affects physical health (experience of back pain, eye strain)	98%	2%	-
Social networking sites reduces thinking and creativity ability of the students?	55%	45%	
Do you think your personal information is hacked while using social network for academic purpose?	75%	25%	

GRAPH 7- Percentage distribution of students towards the problems associated while using social networking sites for academic purpose



INTERPRETATION

From the above table 7 and graph 7 it was interpreted that 97% and 98% respondents reported internet blocks face to face interaction between teachers and students and using social networking sites for academic purpose affects physical health (experience of back pain, eye strain) respectively. 82.5% students agreed that using of social networking sites requires spending of more money and time, whereas 75% stated that using of social media for academic purpose hampers your personal or social life. 60% students reported that social networking sites reduces thinking and creativity ability of the students.